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# BILL BOARD ADVERTISING



January, 1896.

### Classified Advertisements.

### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under the cading, 25c. for one insertion, 60c. for three insertions, \$1.00 for six insertion. \$2c. for four insertions, \$1.00 for six insertion. Larger cards, 10c. per agate line

Albuquerque, N. M. Pop. 10.000.
The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Population Population 9 000 d6 Boone, Iowa, Population 9,000 J. Kirby, City Bill Poster and Distribut

Bethlehem. Pa., pov. 25,123, South and West Pa. Groman Bill Posti and Distributing Co.

DENVER, COLO.

The Curran Bill Posting & Distributing Co.
owns and controls all bill boards and advertising privileges in Denver, Pueblo and
Colorado springs. Population of Denver,
165,609; Pueblo, 40,009; Colorado Springs,
Colorado City and Manitou, 20,000. Delaware, O.
G. D. McGuire, City Bill Poster, Distribute

Gloucester, Mass., J. H. Procter, Bill Poster and Distributer. Population with surrounding towns 45,000 Orders promptly executed. P. O. Box. 731,

Lexington, Ky.
Ramsey & Co., Licensed Bill Posters and
Distributers, White men do our distributing. Circulars \$1.50 per 1000, one in each
house; if books, \$2 to \$3 per 1000. Samples
according to size. Satisfaction guaranteed

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributer and B. Transfer. Address 30 Mauchester st.

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Meridian, Miss. Pop. 15,000, L. D. Hoffer, City Bill Poster & Distribu

Northfield, Minn. Pop. 4,000. H. U'Ensign, Bill Poster and Distribute Board capacity, 900 sheets

New Hampton, Iowa, R. R. Garver, Bill Poster and Distributer, Circulars distributed in Northern Iowa. Honest work. Reasonable Rates. Reference

Newport, Ky. G. H. Otting & Son,

W.S. Nugent, Bill Poster and Distributor Shelbyville, Ind. T. F. Chaffee & Son County and City Bill Posters & Distributo

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G. Runey & Son, Distributors, Bill Posters etc. (Circuit 18 towns.) Pop. 35.000. n

Tucson, Arizons, 2,000 ft. of boards WM. REID, Box, 148.

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distribute

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control bill boards, also do Distributing, Tackin etc.; circulars mailed, or list of names residents of St. Charles City and Coun furnished. Best of reference. J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40.000, Pos. 71. Distributor and Tackers. We dail kir's of advertising & guarantee wor Sioux C. 7 Bill Posting and Advertising C [Licel. ed] Member A. B. P. A.

Victoria, Leitish Col. Pop. 20.000. The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulleting and dost distributing. Address ROBERT JAMIESON. Manager, P. O. Drawer 28

Wilmington, Del., pop. 70,132, Geo. W. Jackson, City Bill Poster and Dis-tributer, 907 Orange street

Western Bill Posting Co., Owners of all Advertising Spaces. Salt Lake City, Utah.

Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell. Bil Poster and Distributer. References.

Woodland, Cal.
Dietz and Glendenning, Bill Posters. 6no. When you write, mention Billboard Advertising.

### Classified Advertisements

### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will re-ceive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors References as to honesty and integrity must accompany all applications for space

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Boston. Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertis-ing matter. Advertisers write at once. n6

Cincinnati, 0.
Distributing. Reliable, prompt. Reference
Population 350,000. Address,
W. H. Steinbrenner, 313 Vine, Cincinnati

Chicago, Ills. J. A. Clough. Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

Distributing, sign tacking, South & Deno

Carthage, Mo. Pop. 10,000.

W. E. Patton, Corinth, Mass.

Detroit, Mich., Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street.

Dowagiac, Mich. jt The Mich. Adv. ureau, Wm. J. Kryder. Pres.

Easton, Md.

The Adv. Dist. Bureau, posts and distributes bills, signs and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y.
John H. Case, Distributor. Box 1097.

Grand Rapids, Mich. George M. Leonard, Reliable Distributer

Millersburg, Dauphin Co. Pa.
Roscoe C. Hinkle, Distributer, \$2 per m.

Milford, Mass. Edwin R. Negus, Distributor

Newport, Ky. G H. Otting & Son, Bill Posters and Dis-tributors, 608 York street.

Nashville, Tennessee.

Circulars, etc., distributed, cards nailed \$150 per 1000 up. James L. Hill, 323 Broad street, Nashville, Tenn.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors. Unlimited reference. Honest work. d4

Paterson, N. J., Population 98,000.
Abram H. Post, Distributor, 48 Hamburgh

Paducah, Kentucky.

H. JOSEPH MARTH,
Bill Poster and Distributor. Member International Distributors Ast'n of N. A. j

Peru, Ind., C. W. Stutesman, Licensed City Bill Poster & Distributor.

Portage, Wis.

W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked.

Richmond Hill, L. I. Circulars distributed County by L. Bangert.

Seranton, Lackawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents. Write to us, 654 Deacon street

Selkirk, Ohio. C. P. Roberts, Reliable Distributor.

Williamsport, Pa. S. M. Bond. Distributor

Western Bill Posting Co., General Distributers. Salt Lake City, Utah

Washington, D. C.
P. PRINTZ & CO., 730 9th Street, N. E. Distributers of advertising matter. Write us. When you write, mention Billboard Advertising

### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play advertisements not exceeding 7 lines, 25c, per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

rcher, Addison, 706 Girard Bldg., Philadelphia Pa.
Pa.
Archibald, David B., 73 Nassau st., New York
City, N. V.
Ascherfeld, Havre-de-grace, Md.
Bagley, F. B., 212 South 15th st., Philadelphia
Pa. Pa. Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo. Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y.

New York, N. Y.
Barless, C. J., Rose, N. Y.
Busy Bee, 72 Adge, Boston, Mass.
Brown, H. P. Paulsboro, N. J.
Carleton, R. S., New Haven, Conn.
Coffrain, L. D., Adams & Co., Buffalo, N. Y.
Cohen, O., 335 Forest Ave., New York, N. Y.
Corbett, E. A., care Post, Boston, Mass.
Crawford, O. W., Advertising Manager, Masoni
Temple, Chicago, Ills.

Temple, Chicago, Ills. irran, R. L., 111 West 34th st., New York, N. Y David, C. F., 67 Milk st., Boston, Mass. Day, Chas. H., Whitneyville, Conn.

N. Y.

owler, Frank Field, 13 School st., Boston, Mass.

billam, Manley L., Hilton, Hughes & Co., New

York, N. Y.

terren, Jno. W., Norwich, Conn.

folmes, Henry, 17 Beekman st., New York,

N. V.

N. Y. Hubbard, J. S., Plymouth, Wis. Kahrs, Hy. 240 East 33rd st , New York, N. Y. Kennedy, J. E., 421 B'd of Trade, Montreal, Can. Kirkpatrick, W. B., 513 So. Shippen St., Lan-caster E. kirkpatrick, w. B., 513 So. Comppens on, caster, Par Lewis, W. H., 111 Prospect Ave., Buffalo, F. Y. Long, Jas. R., 419 Fifth St., Washington, D. C. Manning, Ulyses G., South Bend, Ind. Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills.

Marston, Geo W., Portsmonth, N. H. Mathews & Lewis, 501 Main st., Kansas City, Mo.

Mo.
Moses, Bert M., Box 283, Brooklyn, N. Y.
Newitt, J. C., Stimson Bldg., Los Angeles, Cal.
Quigg, Chas. J., Farmington, Me.
Patterson, Will J., 125½ W. 3d Los Angeles, Cal.
Payne, A. W., Traverse City, Mich.
Payne, Theo, E., 2519 Master st., Philadelphia,

Pa. Scarboro, Jed. 48 Arbuckle Bldg, Brooklyn, N. Y. Smith, E. L. Codman Bldg, Boston, Mass. Smith, F. M. C., Equitable Bldg, Baston, Mass. Smith, F. M. C., Equitable Bldg, Baltimore, Md. Smith, Chas. Hite, Knoxville, Tenn. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Spencer, C. H., Advocate Bldg., Newark, Ohio. Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa Stump, Frank V., Goshen, Ind. Subers, J. H., 4 New Chambers st., New York, N. Y. The News Press, 114 Nassau st. New York City N. Y.

N. Y. Wady, Clifton S., Room St., 27 School st., Boston. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wasson, J. B., 270 W. 39th St., New York, N. Y. Wheatley, E. A., Effective Advertising, N. Y. Life Bldg., New York, N. Y. Wheelock, E. J., 100 So. 10th St., Philadelphia. Wilder & Co., 621 Market st., San Francisco, Cal. Williams, R. L., Loan & Trust Building, Washington, D. C. ington, D. C. Vinchester, H. Frank, 162 Ashford st. Brooklyn,

### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year in nonpareil. In bold face type, \$3.00 per year Display 25 cents per line. divertisements amounting to \$1.50 and over, include a year's subscription free.

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City. Broadway Advertising Co. Hugh J. Grant, pres 261 Broadway, New York City.

Mark D. Batchelder Co.. 38½ Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

mond, Va., Peoria, Ill., St. Joseph, Mo., que, Ia.
). J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.
Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st. anhattan E. R. Advertising Co., 33 Murray si New York City. I. Wineburgh -r. Boston, Mass. I. Wineburgh, Jr., 164 Bank st., Cleveland O. Tyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

R } easonable Ads that Tell! They Talk While You Rest! Send Data and \$2.00 Money Order for Six Half-Cols. Geo. W. Marston, Portsmouth, N. H.

When you write, mention Billboard Advertising.

### POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.

Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, 13ckson, Mich
Central Litho and Eng Co, 1406th ave, New York
Central Show Printing Co, 1408th ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co, Buffalo, Ny
Cox's Sons, John, Cay and Pratt, Baltimore
The Donaldson Litho. Co., Cin'ti, O.
Richner & Co, Baltimore Sinchner & Co, Baltimore
Simpire Show Printing Co., 73-75 Plymouth Place,
Chicago

Empire Show Printing Co., 73-75 Plymouth Place, Chicago
Forbes' Litho Co. 181 Devonshire, Boston
Francis & Valentine, 517 Clay, San Francisco
Free Press Show Print., Detroit.
Foz, Richard K, Franklin and Dover, New York
Gribler Litho Co. Chicago.
Gillin Show Print, 132 West 14th, New York
Goes' Litho Co. 140 Monroe, Chicago
Gt. Am. Eng & Print Co., 57 Beekman, New York
Great Western Printing Co., 511 Market, 51 Louis
Greve 1 itho Co, The, Milwaukie, Wis
Haber, P. 3., Fond-du-la-2, Wis
Haber, P. 3., Fond-du-la-2, Wis
Haber, P. 3., Fond-du-la-2, Wis
Haber, R. & H. H., Nashville, Tsan

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Boston, Mass.

Libbie Show Print, Bosvon, Mass.
Lick Show Print, Fort Smith, Ark
Lick Show Print, Fort Smith, Ark
Liebler & Maass, 224 Centre, New York
Mauberret's Printing House, New Orleans, La.
Metropolitan Printing Co, 222 W. 26th, New York
Miner Litho. Co. The H. C. 342 west 14th st.
New York,
Morgan, W. J. & Co., St. Clair, Cleveland
Morrison Show Print, Detroit, Mich.
National Printing & Eng. Co., Chicago
Orcutt Litho. Co. Chicago
Pioneer Printing Co., 214 Jefferson, Seattle, Wash
Planet Show Print, Chatham, Ont., Canada.
Richardson & Foos, 112 4th Ave, New York
Riverside Printing Co., 216 3rd, Milwaukee, Wis
United States Printing Co., Cincinnati
What Cheer Show Print, 166 Clark, Chicago

### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25. per line. Advertisements anounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st. A. Skidmore, 640 Halsey st.

Thos. A. Skidmore, 640 Halsey st.
CINCINNAII, O.
The John Chapmin Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
P. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throop st.
CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.
The Curran Bill Posting and Advertising Co.
DETROIT, MICH.

DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. R. McCarthy & Co.

EALAMAZOO, MICH.—J. R. McCarthy & Co., EXINGTON, KY.
I. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverin Bros.
NEWARK, N. J.—Newark Bill Posting Co.
NEW YORK, N. Y.
TheO. J. Gude Co., 113-115 w. Broadway

C. S. Houghtaling, No. 3 Park Place
L. E. LaTour, 1718 Broadway
8am W. Hoke, 87 Nassau st.
Unexcelled Advertising Co., 46 Vesey street
Colyers System Advertising Service, 113 and
115 Nest Broadway

115 west Broadway
MAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
SHKOSH, WIS.—John E. Williams.
PHLADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,

Wm. Johnson,
PITTSBURCH, PA.
G. G. O'Brien.
PRAIRIE CITY, IOWA.—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, Mo.
W. F. Williamson, 113-115 N. 6th street
Huiest & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN.—Price Advertising Co.
The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPEG, CAN.—The Acton Burrows Co.

# BILLBOARD ADVERTISING

and will in the course of the near future tend to

the plan outlined by Mr Gude, for the attain-ment of "honest service at a fair and equitable

ate," the advertisers all the world over will

of which the aforesaid advertisers are not blind

A bill poster is no more fitted to be a successful obtainer of large business, than an actor is capable of being a good business manager for himself. There are, of course, some exceptions,

but as a rule the good actor is popular according

to the wisdom of his manager. It is Gude's business to dig up business for the Bill Posters, and it is their business to take it. It pays Gude

to get the best possible figure consistent with

portion as he renders good service, and being

broad guage man accustomed to large transac-tions he aims to unite the mutual interests of

all concerned for the sole purpose of inducing the advertiser to post bills. I will accept any

thing Gude does in my name, for the entire Pacific Coast States, from Salt Lake to Albuquer

que, and will strain a point to give him the hes

everywhere, because I recognize in his position "the power behind the throne," and I know he

ation of the many Bill Posters in small towns

in the business but are keenly alive to wha appears to offer them proper business.

Respectfully yours,

ARTHUR M. PLATO.

common good

possible service through all the bill posters

# A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. V. No. 1.

TWIXT THE OLD AND NEW.

One backward glance, and now we stand Fron the threshold; with one hand we hold the latch to close the door of the old year; one glance before.

And with the other hand we clasp

We close the door—the threshold door— Have we shut out the painful loss,

The silent grief, the sigh, the tear. That marked and marred the closing year

Or, shall the sorrow of the past
Follow, and its dark shadow cast
On all that we had hoped to gain—
Of song for sighs, and peace for pain.
G. E. F.

Pennsylvania Bill Posters Meet.

he reguior meeting of the Pennsylvani

e Bill Poster Association was held at Allen

n, Pa., on Monday Dec. 23. President John D shler in the chair, at the Hotel Allen parlor

hn D. Mishler, Reading; H. A. Gorman, Beth hem; M. H. Burgunder, Wilkesbarre; M W agner, Bradford; R. E. Hangee, Pittston

Reese, Scranton; W. J. Silverstone, Hone

Williamsport : G. W. Hamersly, Hazelton

ne minutes of the previous meeting were

n report Byrne & Mitchell, of Carbon

Ithy increase were good.

not reliable, and recommended that they be

surer M. H. Burgunder reports the treasury

The following officers were elected to serve

the ensuing year: President, John D. Mish

Vice-President, N. E. Worman: Secretary

ne application of R. E. Hankee, of Pittsto

n motion it was decided to change the regu

the good of the Association in which it was

wn that those already in were pleased with

emberships and had others who in time

come into the fold. Members were

sed to look after their commercial work. d make their service something to be proud.

The meeting then adjourned to meet at

kes Barre, Pa , Wednesday, May 20th Bro.

Worman then extended an invitation to

to partake of luncheon at the Academy of

to partake of luncheon at the Academy of usic Restaurant. The following is what the entown papers say of the banquet.

Levy happy wind-up of the convention of Pennsylvania Bill Posters' Association was banquet that was given last evening in the ademy of Music Restaurant. Manager N. E. Arman was the host of the evening and all to sat around the festive board were his ests. They included the members of the sociation, the members of the Klingler's chestra, the newspaper men of this city and hilehem and South Bethlehem; L. F. Wals, of the Fountain Hill Opera Houge, South thehem, and Milton J. Amey, John Fry and lando Miller, who was connected with the ademy of Music.

nesday in May. After a number of remarks

received Committee on Invest

CINCINNATI, JANUARY 1, 1896.

San Francisco, Dec. 16, 1895.

Editor Billboard Advertisino, Cincinnati, Ohio.

Dear Sir—In the subject matter involving the Official Organship of your Journal in the interests of the Association, as set forth in the Christmas number, I can see "the beginning of the end" If you will take the trouble to glance over the proceedings of the Fourth Annual Convention of the A. B. P. A., session of 1894, pages II to 14; also on 31 of printed proceedings of that session (also 1893, page 92), you will note that the same spirit of foolish individualism in relation to affairs of interest to the craft, that seems to characterize the proceedings of the recent New York convention.

This course leads them into all sorts of folly, and will in the convention of 1892-3-4.

San Francisco, Sept. 26, 1895.

MESSRS. SPAULDING & GORDON.

City Bill Posters,

Boise, Idaho.

Gentlemen—Herewith please find copy of bylaws as requested, also blank Application of Membership, which, when filled out, will be acted on, and in all probability will result in giving you a certificate at an early date. I have just sent some "Boraxaid" paper to your city, addressed to City Bill Poster, which will doubtless fall into tour hands and receive prompt attention. If you desire me to act for you here, please fill out blank herewith and return same; return it in any case, whether signed or not. The recently adopted rate of 7 cents per month, as made by the A. B. P. A. at Detroit, will not hold good on this coast, although it may be come of the larger cities in the Rast I have been all through that matter before, as will be seen by reference to the Proceedings of the National Organization of 1892-3-4.

Respectfully.

Albany, N. Y., Oct. 5, 1895.

disrupt the entire system of organization I am glad to see the stand taken by BILLBOARD AD-VERTISING, and I would like to say simply that when in conversation with one of the largest dvertisers in the world while East last year. sked as to the effect of the Bill Poster's prices and methods. I was told in a most significant nanner, "We don't have to post." If Bill Post-rs and Contractors will work in harmony on

Albany, N. Y., Oct. 5, 1895.

MR. A. M. Plato,

MR. A. M. Plato,

MR. A. M. Plato,

206 Sansom St. San Francisco, Cal.

Dear Sir—Yours of the 26th, ultimo, to Spaulding & Gordon, was referred to me, and I have advised them not to take the work for less than the regular Association rates. Through your actions the California State Association was the difference of the state Association was the condition of the california State Association was the condition of the

once more.

This I say to you in a friendly manner, there is no malice whatever intended only, for the good of our craft, whether members or not of the Association. With best wishes, I remain, Respectfully yours,

J. Ballard Carroll,

Boise City, Idaho, Nov. 27, 1895.

Boise City, Idaho, Nov. 27, 1895.

ARTHUR M. PLATO,
San Francisco, Cal,
Dear Sir—Since communicating with you relative to acting for you in the matter of bill posting, we have looked up and after due deliberation, have joined the Inter-State Bill Posters Protective Association, whose schedule is four (4) cents per sheet for a thirty days gnaranteed display. We have found that where we might obtain the Associated price of seven (7) cents from our local merchants, it shut out all foreign advertisers, especially from a city of this size.

advertisers, especially from a city of this size. We want this advertising, and hence we have joined an association whose avowed object is to secure work for the smaller poster.

Now we would like you to act for us in the capacity of Solicitor, and will be pleased to allow you to per cent for such service.

Very truly yours,

SPAULDING & GORDON. It seems to me that the four-letters herewith make an effective object lesson for the consider

Auburn, N. Y., Dec. 13, 1895.

Editor Billboard Advertismo.

I want it understood that I want no more to do with that State Association that throws mud into their own eyes. I shall run my business independent of them, and all on my own hook. I own all billing priviledges in the city of Auburn, as I see by your Christmas number a party advertises that he has a branch office in Auburn. He has not. I have the only Bill Posters office in Auburn; they misrepresent it to the public I have no opposition whatever. I control all billing privileges, and always do good, square work for all that comes my way. I established to the business here in 1865, and have run it ever since, and have always done good, square work. I shall patronize Billboard Advertisino notwithstanding Association, and take all work that comes my way. I propose to run my own business, and when I can't I will quit the business.

Yours in Paste.

L, W. EATON. rorman was the host of the evening and all ho sat around the festive board were his uests. They included the members of the sociation, the members of the Klingler's rehestra, the newspaper men of this city and ethlehem and South Bethlehem; L. F. Wallers, of the Fountain Hill Opera Houge, South ethlehem, and Milton J. Amey, John Fry and Irando Miller, who was connected with the cademy of Music.

At one end of the room was a large portrait of him D. Mishler, of Reading. It was Worman's hristmas present to Mr. Mishler, and was a omplete surprise to the latter. Mr. Mishler, ie toastmaster, then called on a number of the Associated Bill Posters' Association, and is an old hand at the business. We wish to join the Coast Association as a company, and will be pleased to hear from you.

Very truly yours,

Spaulding & Cordon,

L. W. EATON.

Denver, Col., Dec. 27, 1895. 127 R. 8th St., Cincinnati, O.

to read it at the same time. It is quite an im ope that it will grow from time to time. The position, at the top of the poet's page, and the

We consider that the Gunning ad was the bes ly was a good one, but he spoiled it by putting ad he would forget what he was reading about. The ad of Ramsey & Co. was also a good one, but the ad of The O. J. Gude Company is right to the point, and the action and words of the cut no doubt will accomplish the object it is

I notice in the issue of Printer's Ink, December 1, 1895, a very good article on bill posting, from IcCann, the Bowery hatter, where he expresses he has positive proof of getting direct returns, crs. He also states that a small amount of his trade comes from his neighbors. Ninety per cent. of his trade comes from people away out-side of his neighbors. portions of the city of New York, also Brooklyn

and Jersey.

Now I think if the local bill posters of the different cities would have these articles reproduced in circular form, and solicit their local trade from whatever line it may apply to that he would increase his business a great deal. In houses and other first-class business men, doing posting, who never did it before, by simply arguing the question fairly with them. And the most reserved houses in any city of any size, will do bill posting if it is properly explained to them.

them.

I think that if BILLBOARD AVERTISING would copy articles that are directly interested in out-door advertising, from other journals, it would be of great service to the fraternity at

would be of great service to the fraternity at large.

There is another article in the same issue of Printers Ink in regard to butchers' advertising, which we have copied and explained the advantages to one of our firms here, and secured a contract.

tages to one of our firms here, and secured a contract.

Of course, the average bill poster must not expect that he can sit in his office or bill-room, and wait patiently for anyone to come in and ask how much they will charge to post some bills for him, but he must get out, draw up designs, originate copy, spend a little money, go and see his local merchants personally, or have some other intelligent person do so, and by so doing he will find in a short time a wonderful increase in his business. Then when he secures a local contract for bill posting, do it as well as possible, throw in some extra work, blank off his merchant's paper nicely and as soon as it is out, send him a list or go and see him, and drive or walk him over the city (according to the size), and show him his posting.

ing.

The local bill poster should never talk a one The local bil poster should never talk a one month's contract—should always talk a three or six monihs, and a year's contract would be a great deal better, because advertising for one month on the billboards you simply commence to be noticed by the average reader or consumer. The three or six months advertiser will always be more than satisfied with the returns that he will receive from bill posting.

Yours truly.

JANUARY, 1896.

Some Criticism and Suggestions.

BY \$AM W. HOKE.

you are in earnest, and want my candid

to suit me: this may be because I have

smoked Smith's for several years, and that I have become more accustomed to their taste." Well, I managed to escape

with my life, but the feeling of good-

fellowship that had prevailed has disap-

peared, and now I get such business from

Jones as I can do cheaper than anyone

And now I want to say that anything

regarding the possible improvement of

the billboard and of billboard advertising

is in the interest of the bill poster, prim-

arily, and in the interest of the advertiser

Use better lumber: 6-inch tongued-and-

forever be free from cracks; a crack of an

Build your boards 10 feet high; some

stands are not 10 feet high, but if the

largest paper is furnished you it will come

pretty close to covering that amount o

from the beauty of the stand.

time, in higher prices.

attractiveness.

### J. P. FAGAN.

Perhaps one of the best known and most universall popular men in the circus profession is the good-natured John P. Fagan. He is a man of whom one cannot speak in John F. Fagau. He is a main of whom one cannot speak in terms too flattering, for his experience in all branches appertaining to the advance of the "white tents" is almost unlimited. He has been ahead of everything from a "boat show," employing a total force of not more than ten people, including musicians, actors and the usual accessories who are required to conduct an enterprise of this kind, to the greatest amusement institution that any age has ever seen, namely the Barnum Show, and he has at all times given satisfaction of the highest degree. Last season he was the Railroad Contractor for the Walter Main Shows, and everyone in the least familiar with circus business knows how competent he proved himself as a railroad contractor. He is the oldest child in the "Franklin family" and adheres strictly to the "Franklin doctern." Rumor has him "signed" with several circuses for the season of 1896, so that it would really be a hard matter to tell what manager will be so fortunate as to secure his services There is one thing about John that few circus agents can boast of saying, and that is that he has never been connectdwith an amusement enterprise that has not made money during his connection with it; as a consequence he has become known among his more intimate friends as the Irish Mascotte.

### M. B. RAYMOND.

The accompanying likeness is that of an agent of the late school, that is, his experience in advance of the "white tents" does not date back twenty years, in fact, about half that many years ago he entered the struggling mass of agents to make a name that has now placed him among the best of them For the past two winter seasons he has been the business manager and press agent of the Fountain Square Theatre, in Cincinnati, and the very fact that his employer has several times increased his salary is the best recommendation that can be given him. During the tenting season of last year he was the press agent for the Walter Main Shows and did some very effective work.



M. B. RAYMOND.

### I. P. FAGAN.

### LITHOGRAPHIC ADVERTISING.

"How shall the lithograph manufacturer advertise? If the subject of advertising were given a little more thought by these makers of other people's advertising there would not be so much idle machin-

Lithographic products are unlimited in variety and all are well adapted to advertising their makers' business. We are strongly tempted to compare the lithographers to the blacksmith's horses and sary to state that the best advertising for the shoemaker's children. They either advertise none at all, or in a lackadaisical, don't-care, half-way manner, altogether unworthy of the name of advertising.

The very first necessity of all advertising is to have the article to advertise, and this the lithographer has in abundance. He must have a story to tell and must

tell it often. The poster lithographer can best reach the users of his products by emulating the example of these same users. They use billboards; and so should he. His posters are effective for them; they are more so for him. He produces them himself, and proclaims faith in the efficacy of his products when he uses them. His posters on the wall are examples of his work displayed in the best possible manner. Advertising of this sort is profitable to the manufacturer of lithographic

posters.

in the offices of the business men he advertisement. Of course this novel trilesires to reach?

A lithographed circular or folder, stating of the establishment from which it emanates, is something to attract the attention of the users of such articles.

Thus is the entire range of lithographic lishments so doing are the ones who are getting the business.

### NEW SCHEMES.

The man who realizes that a broken down wagon left in the streets attracts nore attention than it would if in good which collapses whenever the driver desires. The sides are covered with advertising and at the spot where travel is the thickest Mr. Driver throws the combinafined to New York at present.

elties has a means at his disposal of very tricycle with corrugated tires which print groceries for me." Citizens are comeffectively telling the prospective users an advertisement on the pavement. On of his work "all about it." The facilities the top of the wheel is an inb received. of his work "all about it." The facilities at his command enable him to produce a supplied with a roller which inks the save it is not against supplied to him to produce a supplied with a roller which inks the save it is not against supplied to him to produce a supplied with a roller which inks the save it is not against supplied to him to produce a supplied with a roller which inks the save it is not against supplied to him to produce a supplied with a roller which inks the save it is not against supplied with a roller which inks the save it is not against supplied to him to produce a supplied with a roller which inks the save it is not against supplied with a roller which inks the roller which at his command enable num to produce a circular, a folder, or any novelty. He produces them for others. He should use them himself for his own business. What better means can he have of obtaining better means can he have of obtaining on this own business. What better means can be not of the wheel, so that it has a nice of the national coingraphicity then in an attractive calendar of the supplied with a roller which inks the type, and at the bottom is a blower worked by the pedals, which is constantly blowing away the dust from the roadway in front of the wheel, so that it has a nice making such a use of the national coingraphicity then in an attractive calendar of the supplied with a roller which inks the appealed to, but he says it is not against the law to so use coins, but he thought, from experience and from all he heard, but he will be a supplied with a roller which inks the law to so use coins, but he thought, from experience and from all he heard, that public opinion would indorse a law making such a use of the national coinpublicity than in an attractive calendar clean surface on which to impress its age a crime.

cycle can only print on wood or asphalt; but as most streets of Paris are so paved facts and illustrated in the particular style there is plenty of scope for it, and the permanent, leaves its mark quite readable

Experiments have lately been made in products susceptible of advertising the Switzerland with a view to putting the town or what section of country he may lithographing business and creating more beautiful lakes of that country to some be located in, the conditions are practicbusiness. To sum it up it is only necespractical account. Hitherto these waters ally the same. have been admired merely because of their the lithograph manufacturer is a generous natural beauty, but now some enterprisuse of his own products, and those establing business men have devised a scheme by which they may be made useful for are bright and catchy, attracting the atadvertising purposes. The plan is to paint tention and holding it until the adverthe words of the advertisement in big tisement they carry has been firmly imwhite letters on a black background. When sunk and securely held at the bottom of the lake the advertisement is perfectly legible, the reflection of the light on passing through the water bringing shape and moving, has invented a vehicle the words near the surface. It is announced that the experiments have been very successful.

Michigan is nothing, if not unique. tion and breaks the axle. The wagon is This time the merchants in Muskegan left to be stared at and commented on as and Kalamazoo have utilized the silver long as it is a curiosity. When the inter-dollar as an advertising medium. They est has abated, or the police get after it, are not giving away the dollars, but are "repairs" are made and another spot using them as billboards. They paste sought. This scheme seems to be con- labels on the big silver cart wheels reading: "Take me back to Blank's store and Paris has a novelty in the shape of a get one dollar and five cents' worth of

### FURNITURE DEALERS,

### And How They Should Advertise.

Of all the various lines of retail trade none will derive more prompt, beneficial and permanent results from posters, painted bulletins and distributing matter, than the furniture dealer. No matter what

In utilizing posters, the pictorial styles printed and carried in stock by various printing houses, should be utilized. They pressed upon the memory In putting them out, bill the town thoroughly, but reserve a sufficient amount to cover the adjacent country well, and change the poster and the advertisement about every six weeks.

Painted bulletins should be used sparingly, but in prominent locations, and they should be of the highest quality of artistic excellence. They may be reinforced by judicious outlay in fence and roadside signs in the country, especially on all roads leading to the city.

Distributing matter, carefully put out from house to house, also possesses great value, but it must be illustrated. This is a matter easily accomplished, as all manufacturers and wholesale dealers have cuts of the various articles they make or handle and are only too glad to loan the adle. originals or electrotypes of them to re-

> The Wells & Richardson Co., of Burlington, Vt., are confining their distributing to the New England States.

border is ruthlessly covered up by the eration, for ragged surroundings never did with the results. The effect of he posters "If a man ask advice of thee, find out offers honest criticism is more apt to stands, wherever the size of the board look as bad. make enemies than friends; as an instance will permit, except in cases where the

I will state that I have been advertising posters furnished have borders. ciates asked me for a candid opinion of other advertisers cuss the billboards, and creasing business. his cigars as compared with Smith's. swear they will have nothing to do with "You are a fair judge of a cigar," he said, them. I believe the bill poster would too? "you smoke as many as the average man, make more money by losing the occanow tell us candidly what you think of sional order that refuses sufficient renewal the Jones Cigar?" "Well," I replied, "if paper, than he makes on the order. And now comes the question of cover-

man of paste, and other people's paper is any advertiser any good; and it frequently is cumulative to a degree far beyond the jammed right up close to the lettering in keeps new people off who imagine that numerical increase in stands. A thousthe kind wanted, and give it him." This his ad. I suggest a strip of white paper, this ragged paper is still being paid for, and stands is not only ten fold better is one way to be popular. The man that say 12 inches wide, placed between all and that their paper would be allowed to than a hundred stands, but a hundred fold

These improvements will cost some-When an advertiser furnishes you paper | willing to pay any more on their account. | the benefit of their genius. The wonderfor several years the cigars made by Mr. When an advertiser furnishes you paper John Smith. (John Smith is not his for a four-weeks' display, insist upon his But I believe that the bill poster that name, but it will answer very well for this supplying fifty per cent. additional to makes his spaces the most valuable to the and brought into use for him. matter of comparison.) In the regular renew with—and then do your part by advertisers will in course of time—and a The value of properly executed distribcourse of business I secured the advertis- using it everywhere necessary. Some short time at that—have every board he uting matter intelligently put out is very ing also of Mr. John Jones, a competitor advertisers contract for a twelve-months' controls full of paper; and then he will great when used in conjunction with of Smith's, and placed a considerable showing, and supply paper enough to hustle for more boards; and as soon as thorough poster display. The posters tell amount of his business, and incidentally renew not oftener than every two months; every vacant lot is covered he will have the story in a manner which may be smoked a good many of Jones' cigars. as a result their stands look shabby about to begin to double-deck, in order to have likened to an artillery bombardment. One day Jones and a number of his asso. half the time, and as a further result spaces sufficient to accommodate his in- The circulars bring forward the argu-

### BREWERS' ADVERTISING.

beer"; that is what many brewers have as few or as many as he desires, opinion, so far as my taste is concerned, I ing dead paper; many an advertiser gives said. Then they have sat in their offices Not the least of the advantages of postmust say that your cigars are too heavy an order for two or three weeks with the and watched the increasing business of ers and distributing is that of economy. expectation of securing an additional their competitors who deemed it necessary Used lavishly or sparingly they are the

better

The brewer who uses posters commande thing; and the advertiser will not be the services of the best artists and gets

ment and their effect may be compared Now, honest-injun, don't you think so to following up the bombardment by the assault of the infantry. Here, again, the brewer has it in his own hands as to quantity, expense and territory. The circular "It is not neceasary to advertise My goes into the homes—all the homes or just



Advertising Car No. 2 of The Greatest Show On Earth.

veek or more without cost. I don't be- to advertise THEIR brands of beer. Build your boards 6 to 12 inches above leve that any friendships were ever made That the business methods of to-day Compare the price of newspaper space should have a poster of his own—in fact tising in the abstract is well nigh lost. Have a supply of clean white paper a number of posters in various sizes—to Its wonderful value is conceded on every with which to cover the bottom of your promptly cover up all dead paper, proside The methods of advertising are decry the value of newspapers and magaboards under the stands; a soiled table viding other business is not ready for the what the business man of the present zines as profitable advertising mediums. cloth will sometimes spoil a good dinner, boards. This also shows the general pub- considers, no matter what his line, the Quite the contrary, they are valuable. and a dirty fringe of old paper, or a paste- lic that the bill poster believes in his question is "how." For the brewers vast They reach a field, contracted though it besmeared edge of lumber, underneath a method of advertising. If not financially possibilities open before those who are may be, that repays the advertiser handbright new poster, detracts very much able to carry a supply of his own posters, successful in choosing and using the somely. Right now the Pabst Co. are the bill poster can cover the dead stands proper mediums. Their product is one of spending large sums, and are doing some And now here comes a suggestion that with white paper, and have an ad of his universal use. The whole population is very effective advertising in the magawill reduce the capacity of every board own lettered upon it. As a general thing a their audience when it comes to telling zines. The results have been highly you have; every advertiser that has con-bill poster would do well to have a man about beer. sidered bill posting has remarked that all in his employ that can do ordinary lettersidered bill posting has remarked that all in his employ that can do ordinary letterstands on the boards seem to run into each other; a very few have guarded for short-time displays from some small everywhere and everybody sees them.

The braner may utilize thousands of feet should be used in proportion to their when properly posted, separates their

But aside from the advisability of cov- just as many locations as he chooses.

In considering mediums the billboards against this by having their posters concerns that could not afford to have a with a wide border all around, which large number of posters printed.

The brewer may utilize thousands of feet of pictorial display in one location or in of pictorial display in one location or in

cheapest advertising that can be bought. the ground; this will prevent rains from splashing mud and dirt onto the bottom I would suggest that every bill poster an axiom that argument in favor of adverwith posters and circulars and see how it comes out.

The purpose of this article is not to satisfactory.

merit.

After all is said and done, and all other stand from all the others, and gives it the prominence that all stands should have think that it should be the stand from the advisability of covjust as many locations as he chooses. In mediums have been exploited to their prominence that all stands should have think that it should be the standard of the capacity the fact remains, and is patent prominence that all stands should have. think that it should be covered as soon as unit of one sheet. The brewer may take to those who will see it, that to reach an the people all the time there is no method Careful as this man is, he is frequently it gets shabby. The paying advertisers just as many as he is willing to pay for; so powerful and effective as the combination that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find that his beautiful big on the boards are entitled to this considerable to find the more here takes the better satisfied is a superbola to find the more here to be the boards are entitled to this considerable to find the more here takes the better satisfied is a superbola to find the more here.

# Billboard Advertising

127 East Eighth Street, Cincinnati, O., U. S. A.

BILLBOARD ADVERTISING CO., JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

### ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue del Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscrib.

nanuscript.
When it is necessary to wire us the instruction in the instruction of the ins When it is necessary to were us the instruction and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinn. Ohio, Ivst Office, June 29th, 1895.

### JANUARY 1, 1896.

THE meeting of the Executive Commit tee of the A. B. P. A, called by President R. C. Campbell, for Monday, January 6th, at the Grand Hotel, Cincinnati, has taken on a degree of importance, which was scarcely dreamed of by the members of the association, when the call was first issued. With his characteristic energy and fairness, the president has gone vigorously to work to secure a large attendance, not confining himself to the Executive Committee, but inviting all members to participate in the discussion and advise with the Committee. The outcome is of grave moment. Mr. Campbell has done well to secure, as far as possible, an ex pression of opinion from the members at

mittee will consider the advisibility of disciplining their official organ. In reality, they will deliberate upon the issue which this paper has raised, viz: the revision or amendment of the constitution,

Association is at stake. Let them remember, that the perpetuation of the Association should be the first consideration of its every member, and that nothing will conduce to this end like harmony.

No matter what the outcome may be, every one should enter into the discussion with the determination of abiding by the voice of the majority.

been called upon to note and chronicle such rapid progress and development, as that made by the Inter-State Bill Posters Association. This lusty infant has outstripped any trade organization we have ever heard of. Though scarcely a year old, it numbers over one hundred members, including two in Chicago, two in New York, two in Boston and one in New Orleans

It still enjoys a steady and healthy rowth, and just as we go to press we learn that negotiations are now pending whereby the entire California Association will unite with them bodily.

Here's wishing the precocious and promising youngster a happy and successful New Year. If their is any one thing that tends to elevate and dignify the calling of the bill posters more than another, it is organization. Let the good work go on.

### **OBJECTIONABLE POSTERS.**

A correspondent says: We have re pression of opinion from the members at large. His course will meet with general R. T. Davis Mill Co., because of a num-R. T Davis Mill Co., because of a number of their very striking posters being surrounded with "big G paper." "We would rather pay for the space and have nothing up, than to have our posters along side of this paper, and you can notify every bill poster that unless they can find places for our paper entirely isolated from advertisements of this nature, that not a sheet is to be posted." Here is a case in point. A concern the

Here is a case in point. A that spends \$6,000 or \$8,000 in a single month with the bill posters of the country, who mean what they say, and will certainly live up to their statements.

### A Special Convention.

The members of the A. B. P. A. have been called to attend a special convention to be held at the Grand Hotel, Cincinnati January 7th.

The object of this convention, it is stated in the circular, is to consider the action of the New York State Association in rejecting the application of O. I. Gude for membership after they themselves had asked it, and to take definite action on This concern has a lot of 24-sheet stand the question of whether BILLBOARD AD- of paper on hand, which will be sent of Ir is seldom, indeed, that we have vertising shall continue to represent the soon. association as official organ.

It seems to us that the only action pos sible is to again apologize to Mr. Gude and instruct the New York Association what to do in the matter. This is merely formal, as the members of the New York of this style to be placed by an Insurance Association have, almost to a man, repu- Company. iated the action of their Association at its November meeting.

The attack made by BILLBOARD ADVER-TISING on the "old fogy," "hide-bound," me-and my-dog" policy of the A.B.P.A. will probably cause some discussion and argument.

BILLBOARD ADVERTISING has pursue its own course in the face of threatened coercion from members of the A. B. P. A. prominent members too; and men, who such methods were tried on them would resent and strike back in a mos interesting manner.

There are some members of the A B. A. however, who are good enough business men to realize that every word, line and sentence published, and every argument advanced by BILLBOARD AD VERTISING has been in the very best interest of the bill-posting business; and not as these "displeased" gentlemen would have us believe, inimicable to it.

For the benefit of members who will not be here and the craft at large, we emphatically reaffirm that no change of policy will be made by BILLBOARD AD-VERTISING

To such of the proceedings of this special convention as relate directly to us state. we are supremely indifferent. What it may or may not do cannot have the least effect on our course.

Some of the members of this body have expressed themselves in effect that the action of the convention will effect our business in an adverse manner. On this subject we must confess a slight curiosity, as we have never yet been able to discover any appreciable benefit derived The sentiment uttered by Mr. Hendricks only indicates the feelings of A. B. P. A.

vision or amendment of the constitution, with a view to making all bill posters of good reputation and established standing, eligible for membership, no matter where they are located.

We devoutly hope that the results of their deliberations, will lead to the final settlement of this question at the annual settlement of this question at the annual meeting in Cleveland. next Iuly.

A. B. P. A.

THE SHOWMEN'S CONVENTION.

Among the many bill posters who will attend the Third Annual Convention of the Protective League of American Showman which takes place at Cincinnati, O., January 7, 8 and 9, may be mentioned: the less effectually.

We hope that you will use your infludricks only indicates the feelings of every other legitimate advertiser, and calls for the serious consideration of every one connected with the best interests of bill board advertising.

May the warning be heeded and the bill posters who will attend the Third Annual Convention of the Protective League of American Showman which takes place at Cincinnati, O., January 7, 8 and 9, may be mentioned: Bill Posters' Association and the American Advertising and Bill Posting Co., of Chication of the Protective League of American Showman which takes place at Cincinnati, O., January 7, 8 and 9, may be mentioned: Bill Posters' Association and the American Advertising and Bill Posting Co., of Chication Indicates the feelings of every other legitimate advertiser, and the protective League of A. B. P. A.

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\* \* \*

It is to be hoped, that the discussion will be marked with dignity and earnestiness. The views of many of the members are pronounced and conflicting. More or less friction is bound to ensue. Therefore, let all parties, pro or con, the intentity comes out and speak mind on these subjects. The other ninetens act silently, yet none the less effectually.

It is to be hoped, that the discussion will be marked with dignity and earnesting in these columns. There is no question but numerous advertisers who would otherwise be large users of bill boards, are satisfied to place their advertising in mediums, where they may be certain not to be surrounded by advertisements of the Associated in the American Advertising and Bill Posters' Association and the American Advertising and Bill Posters' Association, and the American Advertising and Bill Posters' Association and the American Advertising and Bill Posters' Association, and the American Advertising and Bill Posters' Association and the American Advertising and Bill Posters' Asso

### ITEMS OF INTEREST.

Harry Munson the New York poster, left for an extended visit to Florid December 21. The business will be ab conducted during his absence by his righ and bower, Mr. W. B. Lowden.

Gude is painting Syrup of Figs in No York City and Brooklyn.

sam W. Hoke is painting Sanador Soa

"What can't be cured may be endured if you're insured in the National Acc dent Society." This is the wording a new wall advertisement, one of the fir

The Columbia Bicycle is advertising bi orizes for the best poster designs, which vould indicate that they intend to pos

The Vim bicycle tire, made in Boston is investigating the cost of posting the en

Julius Ellinger & Co., of New York and ampa, cigar makers, will post in '96.

A. Weisenthanner, a Champagne in porter, was fined \$500 in a New York Court recently, for putting out a party representing a nude female emerging from a champagne bottle. The man who pasted the poster on the boards was fine

The New York Telephone Co. is getting out an 8-sheet stand. It will be placed b Sam W. Hoke.

The newspapers, led by the Journal, are putting up a great deal of of paper. Free Alder places the Journal busine

Gude is putting out more "Virging Leaf" in New York City-probably of account of the boycott throughout th

Hote is painting Battle Ax Tobacco lifferent sections of the country.

### OBSERVATIONS BY CURRAN.

Cuts in ads "cut no ice", but may me

It's because the world is so big that a small ad is of so much importancie, and big ad often a necessity.

"Armed for Border Troubles," said the Western printer, as he grabbed they hatche -to cut up some brass rule.

SMITH—Newrich has at last such ceed in dressing strikingly; wonder he JONES-Oh, I told him to str idy t people on the posters.

One thing is sure, a card the at stiffer announces name and address in a new paper is poor advertising comparred to good newsy circular. How rmilling Therefore, let all parties, pro or con, bear in mind, that the well being of the bear in mind, the

### DISTRIBUTORS CHAT.

The Plymouth Rock Pants Co. are contracting for the general distribution of a new circular.

JANUARY, 1896.

The Compound Oxygen Association are placing distributing contracts.

The Brandreth Co., of New York, are arranging for the distribution of their circulars in the Southern States.

The Pre-Digested Food Co. are placing contracts for distributing a booklet.

The Cook Remedy Co., of Chicago, commenced using distributing matter in large quantities.

C. I. Hood & Co. have a newspaper which they are circulating thoroughly.

R. H. Johnston, of St. Louis, is to the front with a booklet which bears the earmarks of the professional ad writer. "The Yaller Dog" is calculated to bring business to Mr. Johnston, and the idea is good.

The W. H. Bathgate Advertising and Distributing Agency, of LaCrosse, have issued a card folder and envelope to fit. The heading on envelope and folder is "War Declared", and inside is a very warm as eight o'clock draws nigh. effective declaration of war on fraudulent and dishonest methods of distributing.

The custom of mailing circulars has grown exceedingly in the past few years. The business of furnishing lists is an important and large one.

Circulars by mail however, except where it is designed to reach the business

### **BOSTON BREVITIES.**

The Bunker Hill Brewery put out a pretty placard for their special fall brew; it was neatly printed in colors and wreathed in autumn

In the brewery advertisements here instead of saying ask your bartender for it, the ads wind up with: "Ask your tapster for it."

Boston consumed 1,092,379 barrels of malt pretty well for a staid old Puritan burg.

Miss Bostonia got her eye-glasses focused on

bock beer sign the other day and wanted to announce the result. know if that was to indicate that a man could get as full as a goat. Now ladies often offer as light, owing, doubtless to the fact that the con- sults than house furniture. Some would think an excuse for their red noses, too tight lacing, test took place in the holidays when every one's as there is a constant demand for these goods, and men can make the same excuse as they get ight from too much so-lacing.

Bill posters here still use a short-handle brush where the pinch comes, they don't try to post bills in the streets but mount a ladder to the

pantalettes on the posters of the Della Fox Opera Company last week, because, it is sup posed, the design of the embroidery thereon did not satisfy the artistic sense of a few sensitive

The lithograph and dead wall theatre passes given out every week run up into the hundreds, and every Monday the barber shops and boot-black stands do a thriving business in hawking them; they buy and sell the passes the same as scalpers do railway tickets, and as they are good for Monday night only, the competition waxes

at snowballing the British soldiers on Boston Common, the running red coats could easily take refuge behind the immense barricade Don\_ nelly, the bill poster has just built; he has fenced in this historic play ground with a bsilboard one and one-half miles in length, and containing over 100,000 feet of lumber. The privilege was granted for \$25,000, in consequence of the construction of the new subway, which when completed puts all surface street cars underground in the city's center.

circulars by mail however, except where it is designed to reach the business man at his office, fail of their object to a large degree through the constant changes taking place in any community, thus rendering it simply impossible for lists to be correct any length of time after compilation.

This difficulty may be avoided by employing distributors, and sending the work through them. There is scarcely a town or village in the country, where there is not a reliable and competent distributor.

The Owl Cigar Company are using a small circular in an envelope, in large quantities for distribution in cities, to the business men only.

W. H. Steinbrenner, the general agent of the International Association of Distributors, has just completed a large contract, for the Peruna Drug Co. The work was confined to Cincinnati.

Fischer, of Omaha, has contracts with the following extensive advertisers, viz:
One carload of calendars, C. I. Hood & Co.; 28,000 envelopes, Dr. Miles Medicine Co.; 38,000 Kickapoo books; 38,000 mir, rors, C. I. Hood & Co.; 100,000 circulars Sterling Remedy Co.

Good Service Guaranteed in Lima, O.

We have billboards on Main Street, where it takes money to buy space; leave paper up full length of time; boards of matched lumber; keep boards well blanked; here to please advertiser. Can post at one billing 3,000 sheets, and give same thirty days showing. Put Lima on your list. \* \* \*

### THE BEST AD. Gude the Winner; Ramsay Second.

The best advertisement in the Christma number, according to the votes received, was that of The O. J. Gude Co. This entitles them to the first prize, which is a gold medal, and the same amount of space for one year. The voters have awarded the second prize to L. H. Ramsay 335. So the Hub succeeded in holding up its end the contest, showing the number of votes re

The total amount of votes received was very attention was more or less distracted, and on they would not need to be advertised. But com the subject of Christmas.

and to poke fun at them, one of the circus brigade last summer said it was because the streets were too narrow to wield a long handle, but ton which they deserved. The usual course so as to command the attention of both his seems to have been to consider only the subject and wife. "Not forgetting," as so matter and display. We think that "the best s souse top, where stands are erected at nearly ad" should be considered from all points of One thing I wish to state emphatically, don't view, that size, location and effectiveness, The dates were carefully pasted across the well as the display should receive due consider

tion.
We are, however, very much gratified by the interest displayed, and in the near future it is our purpose to offer a series of prizes on a similar basis. The result is as follows: The O. J. Gude Co., 648 votes, First Prize;

Gold Medal Ramsey & Co., 608 votes, Second Prize: Silver

W. H. Steinbrenner, 268 votes Third Prize

Jed Scarboro, 96 votes, Fourth Prize: \$10.00 in

\$5.00 in Gold.

tising Space.

New York Dec 22d 1805 Cincinnati, O.

Dear Sir-Amongst the large number of lists Above all things, tell the truth in whatever you say regarding your goods. Don't say you have the best matresses in Furnitureville unless you know (now be sure) you have. If they are

f Chicago. This list contains memoranda of a large num- with "excelsior" and a moss top (no bet of boards covering their holdings in the city. Different sections—south, north, west and northwest, etc., arranged in systematic order give an advertisers were advertisers when the city of the control of the city of the control of the city of

method of showing an advertiser just what dis play has been given him, is doubly valuable from to use cuts at a much less expense than they the fact that in comparison to the entire num- could in their newspaper ads.

THE O. I. GUDE CO.

### OUR QUIZ DEPARTMENTT.

The publishers of BILLBOARD ADVERTISING have secured the services of C. J. Barless, Writer of Business Advertising, to edit this department of BILLBOARD ADVERTISING for the henefit of its subscribers and advertisers. He will criticise all advertisements and other advertising matter submitted to him and give advice relating to the same in this department without charge. Write him about your difficulties or anything you want light on, relative to advertising Address all let, ters for this department to C. J. Barless, Rosen, Y.

### ADVERTISING FURNITURE

There is no class of goods that are in constan he subject of Christmas.

Petition increases faster than the needs of the public it becomes necessary for the dealer to ad-

so as to command the attention of both husband

make a catalogue of your ads—don't advertise too many things at a time. It would be best to advertise only one thing at a time. For instance, bedroom suits one day; next day, parlor suits next day; extension tables, dining chairs an sideboards; next day, carpets and rugs, etc.

Go over your stock regularly and find out the goods that are going the slowest and boom tha

I am a great believer in special sales. If the public know they can get a certain article cheaper if they buy it on a certain day, a great many will take advantage of the opportunity to buy on that occasion. It draws large crowds t your store and after they are there they can not help seeing your other goods, which in itself will be an excellent ad. Let me state here that attractive price cards on your goods at such a time (or any time), is a paying thing.

I advise the advertising of prices always, when possible. Customers always prefer to know what a thing is going to cost before they start arriving at your store by not having "the

Above all things, tell the truth in whatever The American Advertising & Bill Posting Co., of Chicago.

The Chicago.

The American Advertising & Bill Posting Co., stuffed with nothing but "excelsior," say so; if made of, moss, cotton, or hair. It is all summed thorough distribution of stands.

Every board is numbered, and check marks indicate the locations that are given to the adnade of, moss, cotton, or hair. It is all summed

A large majority of furniture dealers use bills This very intelligent, clear and satisfactory and dodgers as an adjunct to their newspaper advertising with good success. It enables them

ively small, and the advertiser who glances over the list says to himself, "Amongst all these locations oughtn't we to have more bills?"

The effect of this method of submitting lists will doubtless be very helpful to the amount of paper apportioned for Mr. Campbell's boards in the future, and the method is so good that we cannot but commend it through the columns of cannot be cannot be cannot cannot be cannot cann ness. Mr. Eaton is in addition to hing business an expert sign pair mercautile houses of Auburn bear ness to his artistic talent.



I want to do bill posting and paint advertising for ONE Brewer. I don't know of any method or combination of methods that will reach more possible consumers of beer. I don't believe that ten times the money spent in other methods will give as good results. few people can afford champagne, but the entire population drinks beer, or MIGHT be induced to do so. Every one of them reads the ads on the billboards. I design, lithograph, and post for you, in any city in America: \$10,000 will post up the 30 leading cities for one month, and give you a large showing in each city; fewer cities less money; longer time more money.

Your patronage is requested. Sam W. Hoke Ads.

Telephone Connection. 87 Nassau St. NEW YORK

And if you should be a lover Of the stunning modern cover, Here it is in form and color true; Gives you all that's novel fresh and nev

### The Best Ad In the Christmas Number.

The "best" ad, in the sense of being one which will get the most attention at the first quick reading, is, in my opinion the page of The O. I. Gude Co.

If I should stop to qualify with ifs and ands, and conditions, etc., this might be different: but to state without conditions the best ad as above referred to, I say,

It isn't original in design, but it's large, striking and appropriate to the business.

The reader, glancing over your paper, can not help seeing this ad, and it contains nothing which will weaken his first impression that Gude is "Good."

WADY, Writer.

I enclose herein one vote for the ad of Ramsey & Co.; which appears on page thirty-five (35).

The only reason any advertisement has for existence, is its ability to put business in the way of the advertiser. Ramsey's ad certainly should bring business to

He states that his town is the best town in the state: that the people have money to spend; that every sheet sent to Ramsey will be posted; posted on good boards; posted in good locations; and not too many in a place; also that the paper will not be covered until the time is up.

thing I believe every advertisement should the "Greatest Show on Earth." do pay the price, you get more for your any recognized authority? money than you would expect.

The design of the ad is strong, forceful, and up-to-date; the name, the business and the town stand out prominently : no state is mentioned anywhere in the ad. which is a serious defect, as everybody don't know which Lexington Mr. Ramsey hails from

Mr. Ramsey gives fac similes of some of his painted signs, which are executed follows that it is to his interest to use that nicely and which are likely to create the space in a way that will command the atimpression that such work that may be tention, and sink into the memory of the intrusted to him will be done just as well. He also names his price on art bulletins, which is not prohibitive—in fact it is low, but not low enough to be unprofitable.

necessary, is certainly not objectionable, can ever be used to advantage by crowdas people having dealings with him, no ing into it as many words as type will doubt, would like some idea of what the allow.

would be a border surrounding the entire that not to exceed three men ever have or ad, to serve to hold it together. If the ever will read that entire ad. The comad were on a page to itself, this would positor, the proof-reader and the man who be unnecessary, but as it is, it blends into wrote it, are probably the only persons

get his consent

Now in regard to the other good ads in location.

clude, that prices on Donnelly's \$25,000 tion they were never intended to fill. board are out of his reach. The smart things that he says in the marginal is the Stoops ad. The same amount of ness of the advertiser.

photos are poorly executed, and he does an ad that the mind dwells on. Donnelly Of the big fellows it may be said all are not say anything that would make an ad- tells us of his big fence. Stoops' fences good. Donnelly's is, I think, the leader vertiser specially desire to advertise with may not be so large by far, but the aver- of them. It is a bold advertisement.

to the bill poster than a bid for business. in the country. As the friendship of the bill poster is val-uable to one in "Uncle Bob's" business, the ad is no doubt valuable.

Mr. Gude's ad is a good one, as appealbe vastly improved.

but I think that Charles A. Woolfolk's ad other words in the English language. in the same line of business, is more apt to bring orders direct.

of good, solid convincing argument, giv- The "Gunning Stands Foremost," makes has too much display, and the display ing reasons for advertising in Covington, up for considerable of this defect. It is but the arrangement and composition is with much diffidence that I criticise the the unique, impressive emphasis that not equal in an artistic sense to Ramsey's Gunning ad yet to those who have seen Gunning knows so well how to put into

answers, is the one on the sixth page, others it cannot be denied that they fail of the paper that everyone will be sure to asking for one hundred expert posters for in this case to do as good work in get-

I notice that most of the distributors do, whether the price be a high price, a that you mention, call themselves "distriblow price or a standard price. His price is low, and he states further that if you reader's? or is such spelling according to

SAM W. HOKE. 87 Nassau Street, New York, December 14th, 1895.

Advertising space in any periodical of recognized merit and a large circulation costs the advertiser money. It therefore subscribers and chance readers of the periodical in question.

Sometimes advertising space can be best utilized in being left nearly blank, He gives his portrait, which, while not using very few words, but I doubt if it

Take for instance the Donnelly ad on The only improvement I could suggest the last page of the cover. It is probable

even if I have to hypnotise my client to ad better and would have been read by each.

the same issue.

Donnelly's ad is flashy, strong and we which they can profitably be put, must be, but a bare announcement of forceful; but I am inclined to the impres- viz., in order to be read. In the Donnelly address and business, while the larger sion that the general advertiser will con- ad words have been prostituted to a posi- one can contain argument, business news.

columns were no doubt worthy of com- space as occupied by the Donnelly ad yet | The small ads are more nearly alike in ment on the billboard, standing alone, I venture to say that while there is not value than the large; there is less hazarded one of them at a time, or say one hundred one person who has read the Donnelly ad in them, and the reward of the best is square feet of space each; but in this ad there are ninety-nine per cent of the comparatively small. Putting the smaller they run together and lose their force. If readers of BILLBOARD ADVERTISING who ads to one side as relatively uninteresting these columns were devoted to rates for have read every word of the Stoops ad in an examination of the advertising in advertising on this big board, the result I carefully. In the Stoops ad one finds the December number, the larger ads himself intently looking at the attractions fairly claim attention before the medium think would be more satisfactory.

Harry E. Stoops' ad is big, but the billed on the minature billboards. It is ones.

The ad of the Daugherty Visible Typewriter is clean out and well written

The No. Conway Keeley Institute has a catchy ad. As there is no question but any gathering, at a fair, a circus, theatre ing to the bill poster, but the cut could that "Heaven & Hell" between them or parade, that is a distinct chief attraccommand the attention sooner or latter of Jed Scarboro's ad. should result in some all classes of people. The words even, equests for his "ounce of evidence," attract the eye more quickly than any

The Gunning ad is planned in an effective style but in this ad there is too much The ad. of O. P. Fairchild & Co., is full reading matter in the same style of type. the masterpieces of advertising executed

The ad that will receive the most by this well known firm in behalf of ting up an ad for themselves, as they Of the medium-sized ads, those of the usually get out for others.

The ad of the American Bill Posting Advertising" thrown across the heavens by electricity, and admiring the ingenuity of the advertiser who is able, through recent inventions, to paste his bills worded in letters of lightning on the stars.

The ad of J. H. Goodwin is a combination of a good cut with poor reading matter below it. It is too dense. The name of J. H. Goodwin does not stand out prominently enough.

The best ad writer's ad is that of Jed

The ad of the Helleberg Photo-Graving Co., would carry more weight with it, if instead of using the little baby soldier boy they would use a cut that had more force to it. One looks at the cut and thinks lightly of the business.

ARTHUR BABBITT, Ass't. Sec. Wisconsin State Agr. Society

The December number of BILLBOARD

ANENT THE CHRISTMAS NUMBER the other ads on the same page, the same who have had the patience to read it ADVERTISING contains some dozen large as the average poster on the billboard through. The two columns of densely ads—ads that range from one-half to two runs into all the other posters on the set matter are positively worthless, a few pages, a goodly number of medium-sized same board. (The next poster I get out good terse sentences in their place would ads, and many small ones besides a page shall have a border a foot wide all around have made the appearance of the whole of classified announcements of a few lines

many people on account of their superior | It is hard to find any common measure of value for a three or four line ad and Words, in advertising, have but one one of two pages. The little one is, and illustrations, and serve to create a decided How differently written and gotten up impression as to the character of the busi-

age reader turns over the page with the 'Uncle Bob,' Gunning's ad is bigger idea that Stoops has the best bill posting fence and has shown his appreciation of still, but it seems to be more of a "jolly" outfit, and owns more fence than any firm it by devoting a whole page ad to it. It is a big item of business news and is told in a lively, strong way. Anyone who sees that page will be likely to remember that fence. There is always one feature in tion which everybody is anxious to see and know about. It seems to me that Donnelly's ad holds some such position among those shown in the December

It is not as well displayed as the O. J. Gude Co.'s, or the Stoops Co.'s ad, for it lacks a distinctly leading line, nor has it

ad writers are over-clever and sophisticated, while many of the others have too much display for their size. The Helleberg Photo-Graving Co. easily has the and attractive, it attracts the eye and one short, and to the point, and containing best ad of less than one-half page, clear, finds his attention riveted on the fine cut what most ads should—prices. The Old studying its interesting features. The reader finds himself imagining "Display Son have most excellent illustrations and enough display, but might have had prices or more definite information, things which Ramsey & Co.'s ad possesses, but not very clearly arranged and expressed in a way way that sounds slightly hackneved.

Finally, while I think an ad must be bright, must be sketchy to be fetchy, I do not think ads as far fetched as those of the Hamilton Mfg. Co., the Keeley Cure, and the American Bill Posting Co. are, are the best. People can be attracted without resorting to "Heaven and Hell," Death, or the Ancient Egyptians, and the chances of repulsing them would be much less. R. L. CHRRAW

Lithographers and show printers report heavily increased inquiries for estimates from commercial advertisers.

Send in your subscription now.

### Bill Posters' Gossip.

TANUARY, 1806.

The City Council of Toledo, O., has them. The principal stock of these un- pany to extend iron supports from one been discussing the bill posting license in licensed dealers is billboard and lithograph of their boards, which the new company that city. As a result, the old ordinance, tickets and it is to keep such tickets to built in front of, and by supporting i which has worked so well for Mr. Bills, their proper use that the prosecutions from the top, to suspend a board exactly was declared illegal, because at the time have been made. The theatre managers on the side walk line and completely shut through the principal streets tearing of its passage it was claimed that the instigated the movement, and bill posters in the other board. Council had not the authority to grant or should be gratified, because, if there is The state of affairs which will permit impose a license on anything except post- anything which may be termed the "bane such work as this, is all wrong, and the that "they are too good in Milwaukee to ing alone. There is now no question of the bill poster's business," it is the owner of this property certainly cannot do anything but drink beer. They havenew ordinance, containing exactly the same provisions, was approved by the committee and presented for consideration at the meeting, December 2. Considerable opposition was developed, and it was referred back to the committee. The outcome of this matter will possess much interest, for it has been supposed that Mr Bills had a license that was absolutely iron clad

tising space.

ped plant.

Ardmore. Mr. Burnitt has a well equip-

The Spokane, Washington, City Council 7th, at San Francisco, Cal. This associa- aston. is discussing a measure to prohibit the tion is independent and in view of this four feet high within the fire limits; the | be looked for. aim being to compel the bill poster to go out of business.

The Judiciary Committee of the Common Council at Tacoma, Washington, has recommended that the bill posting ordinance be modified in such a manner as to permit the distribution of dodgers for charitable purposes and calling political meetings by other than licensed bill

Chas. Wilson and Ned Burke, of Marion. O., have formed a co-partnership under the name of The Marion Advertising Co. to do bill posting and distributing in Marion and vicinity.

Bryan & Co., of Cleveland, O., have bought the Akron billboards. The acquisition of Akron by this enterprising firm will be of much benefit to advertisers, because Bryan & Co. will put in a plant which will be a credit to all concerned. Mr. Al. Bryan is at the head of a stock company organized to build a theatre in Akron. Akron has been slow for a long time, but it's different now.

The Maryland militia on their recent visit to the Atlanta Exposition played has been called for January 6th, at the the advantages of intelligent organization havoc with M. J. Dooley's billboards. The Grand Hotel, Cincinnati. Raltimore World says:

that the 'boys' may never encounter a of the New York State Association in refiercer enemy than they did when they gard to Gude, and BILLBOARD ADVERTIScaptured the billboard. The Mayor said ING, and the course to be pursued by the know it, by incorporating in his business he would refer the matter to Captain J. Association toward BILLBOARD ADVER-Frank Supplee.

Some of the 'boys' certainly did extract considerable noise and enjoyment out of Mr. Dooley's boards."

The city authorities of Bay City, Mich. broke their own laws by posting election notices on the fire alarm poles of that

There is a penalty of \$250.00 for pasting bills on private property without permission from the owner, at Fultonville, N.Y.

is required of all parties selling theatre pass it over his head.

tickets. The authorities there are proreeding against the unlicensed dealers in City opposition, has been for the old com-

about the authority of the Council and a demands for tickets by owners of adver- be a good business man to give both com- n't all the vices anyway." panies conflicting contracts or leases. W. H. Burnitt, of Ardmore, Ind. Ter.,

has bought the Opera House boards in made up as follows: that city, and now controls all boards in

Willimantic; Col. Joseph Blakeslee, New Ingersoll lectured to a crowded house. The Pacific Coast Bill Posters' Associa-Haven; John Buxton, Norwalk; E. S. Cartion hold their annual convention January penter, Danielson; W. R. Maguire, Thom-

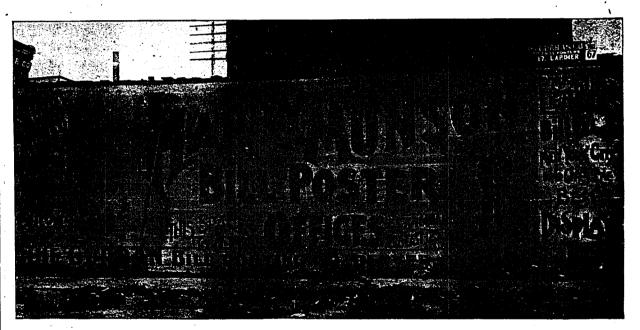
These gentleman are wise in forming cities are not represented. They should continued showing.

One of the last moves in the Salt Lake Ministers in Milwaukee and Hoboken Make Themselves Ridiculous

Milwaukee had a spasm of virtue last nonth and a delegation of ministers and members of the W. C. T. U. took a walk lown the lithographs of the Black Crook Co. The Kansas City Star aptly says

The example set by Milwaukee was followed by the "over-good" people of Hoboken. These misguided mortals The Connecticut State Association is sought to obliterate the advertisement announcing the coming of Bob Ingersoll. H. H. Jennings, Bridgeport; J. L. Un- They succeeded in tearing down the bills ger, Derby; Geo. Johnson, Southford; but failed signally to accomplish their E. Roath, Norwich; John H. Gray, object. As a result of the crusade Col

New York City rates go up January 1st, building of any wooden fence more than fact, some interesting developments may their Association, but several important to 4 cents for first week, and 3½ cents for



A Denver Bulletin Board, Painted by The Curran Co.

Several questions are to be considered, "Mr. Dooley kindly expresses the wish the more important of which is the action TISING in the future.

> Chas. M. Whitmier, the senior member of the firm of Whitmier & Filbrick is laid up with a broken ankle.

The Mayor of Erie, Pa., has vetoed the license ordinance for bill posters in that city. The Erie Bill Posting Co. were arrayed against it on account of the excessive price contemplated and the doubtful nature of the benefit of such a license The Mayor's veto was allowed to stand, In Brooklyn, N. Y., a license of \$100.00 although much pressure was brought to

A special convention of the A. B. P. A. make application to join at once, because are inestimable.

> conducting his business in accordance constructed just as substantially as any with a very strict law, and he lets people card the section which relates to distributing and posting. The idea is worthy of Col. Burr Robbins says that it is the pretemulation. We think that the law is a good one and present it.

SECTION STATUTES: "Every person who shall deposit, throw or affix any paper or advertise-ment in any public highway, or on private premises or property, without consent of the owner of said premises or property unless the same be left at the door of a residence or place of business, or who shall affix to any tree, rock or structure, within the limits or a public highway, except

A. M. Palmer, the well known New York money due for bill posting.

George Leonard's Pet.

Mr. Leonard's pet is a little board, 400 feet long, 10 feet high, located in the very center of Grand Rapids. It is built of six Col. Joe Blakeslee, of New Haven, is inch tongued-and-grooved flooring, and is frame house. All the street car lines from the hill districts pass it, and it is illuminated by three electric lights at night. tiest board he ever saw, and the advertising agent who does not get a stand on it, feels that he has a kick coming.

SOMETHING NEW

One feature of the Interstate Associais the frequent and unannounced inspection of the boards by officers of the Assonotices posted in pursuance of law, any paper or advertisement, shall be fined not more than \$100 or imprisoned not more than six months, or boards and bills as they find them.

Eugene Vallens & Co., of Chicago, will theatrical manager, has been sued for advertise La Flor de Vallens Cigars, on the billboards of New York.

when contrasted with the efficacy of this potent and powerful poster.

The poster Illustrated below is an innovation, an entire novelty in the advertising of Bock

Beer for Brewers. It is termed a nine-sheet poster, and measures 7 feet high and 101/2

feet long. Show cards, hangers, and newspaper space fade into absolute insignificance

Poster for Brewers.

### LIST OF FAIRS.

1896.

### Copyright 1896 ILLINOIS.

Catlin. Vermilion Co. Agricultural and Mechan-ical Association Fair, Aug. 18-21. T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer Auu, Ireasurer 'atseka. Iroquois Co. Agricultural Association Pair, Sept 7-17. H C Lovett, President; L i Watson. Secretary

INDIANA.
Iville, Sept. 28, Oct. 2. Nathan Roberts'; John Mitchell, Treas.; J. S. Conlogue,

Secy. 301. Shiften, Treas., J. 5. Secy. 2011, Sept. 9-12. A W Brown, Pres't; H F Davidson, Secy; S S McIntosh, Treas IOWA.

olumbus Junction, District Fair, Aug. 25-29.

R F McConnell, Secretary

[ational. Clayton Co. Agricultural Society Fair, Sept. 8-11. J C Hempel, Secy, Elkander, Ia. Yaukon. Allamkee Fair, Sept. 22-25. C M Bowman, Pres't; Capt. Wm S Hart, Secy

### MARYLAND.

Talbot Co. Fair Association, Great Shre Fair, Sept. 15-18. Jos. B Har Pres't; M M Higgins, Secv MASSACHUSETTS.

MASSACHUSETT'S.

Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Prest; J A Davis, Treas; A H Fielden, See'y Barnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hutchings, See'y South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John E Thayer, Prest, Lancaster, Mass; W A Kilbourn, See'y, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass

Kahoka, Clark Co Agricultural and Mechanica Association Fair, Sept 1-3. W M Boulward

NEW YORK. Orleans Co Fair, Sept 17-19. E.A Row-es't; L. H. Beach, Sec'y; A.W. Barnett,

Rimira. Chemung Co Fair, Aug 31, Sept 4
Frank Cassada, Pres't; Geo McCann, Sec'y
R J Young, Treas
Smestown

R J Young, Treas
Jamestown. Warren Co Fair, Sept 15-18
Lowville. Lewis Co Agricultural Association
Fair, Sept 15-18
Schoharie. Schoharie Agricultural Society Fair
Sept 25-30. Daniel W Jenkins, Pres't; J
Becker, Treas; Frank K Grant, Sec'y

### OHIO.

Canfield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't, Tiger Ohio; H A Manchester, Treas, Canfield, Ohio J H Ruhlman, Sec'y, Youngstown, Ohio Kenton, Hardin Co Fair, Oct6-9, A M Reid, Sec'y Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y

Waterbury. Winooski Valley Agricultural sociation, Sept 8-10, E G Hooker, Sec'y WEST VIRGINIA. Wheeling. Exposition and State Fair, Sept 7-1 Geo Hook, Sec'y

### WISCONSIN.

Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Wat-son, Treas; R F Spencer, Sec'y Darlington, Aug 26-29. James Haskin, Pres't David Schreeter, Treas; Geo F West, Sec'y

### Poultry Shows.

NOTE -Unless given, the secretary's add ds with that of the show.

### CALIFORNIA.

Oakland. I K Felch, judge, F Mecklem, sec' 417 Sacramento street, San Francisco, Cal, Ja

COLORADO. I K Felch, judge, John Herr, sec'y

### DISTRICT OF COLUMBIA.

ational Poultry Show, Washington. Geo Howard, sec'y, Feb. 14-18. /ashington. National Poultry and Pigeon A . Jan. 14-18 GEORGIA.

### . 24-25. ILLINOIS.

inville. Vermilion County Poultry Associon, Jan. 6 to 10. ockford. R. J. Hartwell, sec'y. Jan. 21-25.

IOWA

### MASSACHUSETTS.

Northampton. CH Tuttle, sec'y, Jan. 7-10. Boston Poultry Association, Boston. CM Weld sec'y, Jan. 14-18.

### MICHIGAN.

tate Show, Jackson. Bridge, Butterfield, Sew-ell, Tucker, Silfer, judges, F W McKenzie, sec'y, Concord, Mich., Jan. 7-12. rrand Rapids. Hewes and Tucker, judges, Alice

### MINNESOTA.

MISSOURI.

Henry County Poultry Associatio NEBRASKA.

NEW MEXICO. lbuquerque. Snyder, judge, A F Over sec'y, Jan. 13-19.

### NEW YORK.

Hamburg, E C Pease, sec'y, Jan. 6-10.
New York Poultry and Pigeon Association, Madison Square Garden, New York City. H V Crawford, sec'y, Montclair, N J. Feb. 1-6.
Binghamton, F. B. Zimer, Gloversville, judge.
Jan. 21-24.
Troy. John H. Duke, sec'y. Jan. 22-27.
Utica, Feb. 9-13, D. A. Carter, sec'y.

OHIO. Washington C. H. WR Dalby, sec'y, Jan. 4-8, Bloomington. J B Peele, sec'y, Jan. 6-10, Toledo Fanciers' Association. John Davidson, dog judge; Sharp Butterfield, poultry judge A Muehlig and A W McClure, pigeon judges: A W Bell, sec'y, Jan. 28-31.

### PENNSYLVANIA.

Erie. Northwestern Femisylvania Fontry Association, Jan.
Erie. Northwestern Poultry and Pet Stock Association. Wm. Gerke, sec'y. Jan. 18-23'
West Tennessee Poultry Association, Jackson.
C A Emry, judge, H M Dawson, sec'y, Jan. 6-10.

### UTAH.

Salt Lake City, J W Haslam, sec'y, Jan. 6-10.

WASHINGTON.

### BRITISH COLUMBIA.

ancouver Poultry Assoc Spice, sec'y, Jan. 7-11.

### Conventions, etc.

St. Paul, Minn. G. A. R. Reunion, Sept. 2-5. St. Louis, Mo. National Republican Conver tion, June 16. Middletown, N. Y. 10th Masonic District Con vention, Jan. 6-7.
Cedar Rapids, Ia. State Convention of Laundrymen, Jan. 8-9.
Chicago, Ills., Palmer House, Textile Manufacturers' Association, Jan. 14.
Cincinnati, O. Protective League of American Showmen, Jan. 8-9. Showmen, Jan. 8-9. incinnati, O. Associated Bill Posters' Associ-Tex. Texas Live Stock Associa

San Antonio, Tex. Texas Live Stock Association, Jan. 14 and 15.
St. Louis, Mo. National League of Commission Merchants' Jan 6-8.
Springfield, Ill. Farmers' Institute, Jan. 7-9.
Saginaw, Mich. Farmers' Institute, Jan. 15-16.
Duluth, Minn. Northwestern Curling Association, Bonspiel, Jan. 13-18.
St. Paul, Minn. Winter Carnival, Jan. 21-30.
Phoenix, Ariz. Spring Carnival, Feb. 17-22.
Jacksonville, Fla. National Educational Association convention, Feb. 17-20.
Ionia, Mich. Christian Endeavor Union, State convention, April 1-3.
Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5.

Minneapolis, Minn. A. of F. Convention, Mag. 31-Sept. 5.
Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.
Santa Cruz, Cal. Water Carnival, June.
Ionia, Mich. Farmers' Institute, Jan. 22-23.
Des Moines, Ia. lowa Gardeners Association Convention, Jan. 10-11
Minneapolis, Minn. American Philatelic Association Ang.

Minneapolis, Minn. American Financial ciation, Aug.

New London, Conn. Celebration of New London's 250th Anniversary, May 6-7.

Ellensburg, Wash. State Dairymen's Association, Jan. 17 and 18.

Littieton, N. H. 28th Annual Convention, Littleton Musical Association, Jan. 13-17.

Springfield, Ill. Sheep Breeders Association, Jan. 7-7.

VanDyne, Wis. Farmers Institute, Jan. 7-8.

St. Augustine, Fla. National Editorial Association, Jan. 13-21.

i. Augustine, Fla. Danoum.
ion, Jan. 21-26.
Johnstown, Pa. Firemen's State Convention
Johnstown

Creston Poultry and Pet Stock Ass'n, 18.

KENTUCKY.

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Cotober, 1896.

Pittsburgh, Pa. National Prohibition Convention, May 27.

Dewitt, Ia. Farmers Institute, Jan. 14-15.

Lockport, N. Y. Firemen's State Convention, August

Parma, Mich. Farmers Institute, Jan. 21-22.

DesMoines, Ia. Iowa National Guard Association Convention, Ian. 16. Theo Hewes, judge, D A wise, seey,

11.

Salina Poultry and Pet Stock Ass'n,

Salon W. G. Martin, see'y, F. M. Hitchudge.

Association, Jan. 16.

Association, Jan. 17.

tion Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G.A.R., April 21.
Buffalo, N. Y. Master Painters and Decorators

Buffalo, N. Y. Master Painters and Decorators National Convention, Jan. 17-13.

Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.

Richmond, Va. United Confederate Veterans Reunion, June 30, July 2

St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20, Philadelphia. Wisshickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y. Lansing, Mich. High Court Independent Order of Foresters, Annual Session, Feb. 25-27.

Boston, Mass. Bench Show New England Kennel Club, April 20-23.

Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.

# **Expositions.** Nashville, Tenn. 1896. Sept. 1 to Dec. 24. t. Louis Mo. 1896. Indefinite. kaltimore, Md. 1896. Indefinite Ballas, Tex. 1896. Oct. 12 to Nov. 15. cleveland, O. Centennial Exposition cor

ces, July 22.
Leveland, O. Pure Food Exposition, Jan.
Lity of Mexico. International Exposition, Dedication, S. A. P. Opens a cation as a National Exhibit, Apr. Opens an International Exposition. Sept. 15.

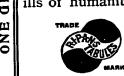
### Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31 General offices, 26 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General. M. Henri Uhardon, Secretaire General. Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.



# $R \cdot I \cdot P \cdot A \cdot N \cdot S$

The modern standard Family Medicine: Cures the common every-day ills of humanity.



periences-and adopt the methods -of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

to accomplish the same object.

Subscription price Now \$5 a

10 Spruce Street, New York.

When you write, mention Billboard Advertising





make Sign Painting # Bill Posting Contracts to Gover the Entire Pacific Coast.

Reference as to Sign Painting:\_

Bloch Bros. (Mail Pouch Tobacco), Wheeling, W. Va.; Centaur Co., (Castoria), N. Y.; Pond's Extract Co., N. Y.; B. Brandreth & Sons, N. Y.; Kerbs, Wertheim & Schiffer, N. V.; Bovril,

Limited, N. Y,; Price Baking Powder Co., Chicego; Jos. Dixon Crucible Co., Jersey City; Helvetia Condensing Co., Highland, Ill.; The W. H. Comstock Morristown, N. Y.; Cudahy Packing Co.. Omaha. There Are Others! THEY say: "It will be all right if 'PLATO' does it."

ARTHUR M. PLATO, 206 Sansome Street, San Francisco, Cal.

P. S.—Secretary and Authorized Contractor of the Pacific Coast Bill Posters' Ass'n.

HAGERSTOWN, MD. Population, 14,500, CLAYTON E. DOUB.

JANUARY, 1896.

Distributor of Circulars and Samples. Reference furnished.

CARROLL, IOWA. Population, 3,000 BILL POSTING. DISTRIBUTING. TACKING.

L. L. THOMAS.

### SPENCER BILL POSTING CO. Rill Posters and Distributors,

Circuit, 21 Towns. 5,000 Feet Boards.

DOCKSTADER, Mgr. JANESVILLE, WIS.

# Printer's Ink Helps . . . . Advertisers!

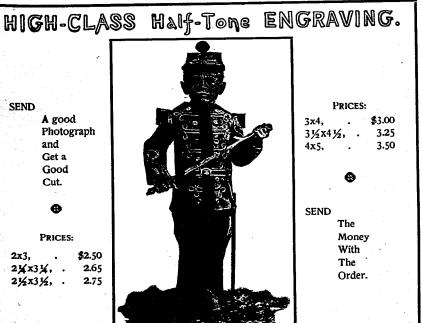
It's a weekly journal, furnishing you with practical advice, and re liable information, about every detail of the business of adver-

Enables you to profit by the ex-

Instructs you-and exemplifieshow to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used

Contains timely hints about me diums, tending to aid you in selecting profitable ones to advertise in

### It is beautifully lithographed in colors on sized and super-calendered paper, and makes one of the prettiest and most effective posters ever printed Prices, with firm name printed on them: 75 - \$47.00 \$22.00 \$ 9.50 25 200 100 58.00 34.00 A Sample will be sent to any address in the United States or Canada on receipt of 75c. Address, The Donaldson Litho. Co., Cincinnati, O.



The Helleberg Photo-Graving Co., Cincinnati

We have the largest and best line of STOCK BEER LABELS in the country. All new designs. Prices away down. Appropriate for Brewers, Furniture Dealers, Etc. New and Catchy Designs. Write for Samples and Prices. HENNEGAN & CO. 127 East Eighth St. CINCINNATI, O.

Stock Beer Labels.

12

ESTABLISHED 1879.

HARRY E. STOOPS, Manager.

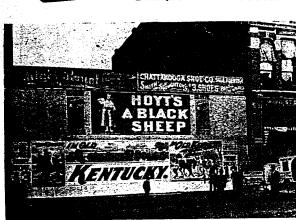
POPULATION. 50.000.

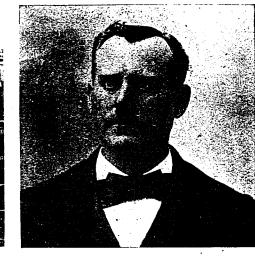
JANUARY, 1896.

# The Stoops Bill Posting and Advertising Co.

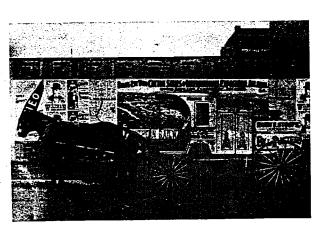
OWNING THE FINEST LINE OF

BOARDS IN THE SOUTH.





DEAD WALLS IN THE CITY.



# CHATTANOOGA, TENN.

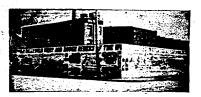














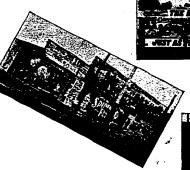














PUT CHATTANOOGA! ON YOUR LIST.\_

BOISE CITY, IDAHO. POPULATION, 8,000.

# SPAULDING & GORDON, City Bill Posters : No Distributors. Members of Interstate Bill Posters' Protective Association, and International Association

We have more billing space that all other towns in Idaho put

The city is booming. Send on your paper.

References furnished.

MANCHESTER, N. H.\_\_ FRANK P. COLBY.

City: and Theatre Bill Poster and General Advertising Agent,

FRED. S. SCHAEFER,
CIRCUIT BILL POSTER. Bonded Member Interstate Bill Posters' Association.
Only Bill Poster and Advertising Agent in Marshall and Putnam Counties.
Address-HENRY, ILL.

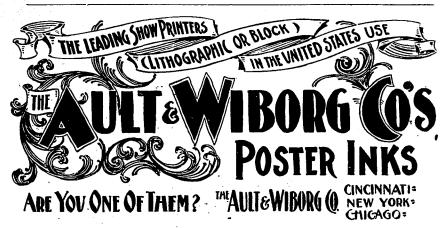
# THE CALHOUN PRINTING CO. HARTFORD, CONN.

Have the largest variety of Theatrical, Minstrel, Circus, Wild West and Military Stock Paper in the World.

Special Athletic Cuts for Wrestling, Jumping, Boxing, &c. Cuts for Horse, Boat and Bicyc Racing, Fairs, Picnics, Excursions, &c.

Design and execute the finest work of any establishment of its kind.

29 Union Place, - Opposite Depote



ESTABLISHED 1865.

AUBURN, N. Y.- NO OPPOSITION. Sign Painting, Bill Posting and Distributing.

We make a specialty in all these branches, and do nothing except first-class work. We guarantee all work satisfactory.

# W. EATON.

Over No. I State Street, AUBURN, N. Y.

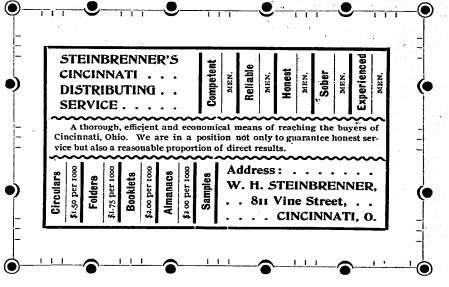
J. T. ELMORE & CO., Bill Posters,

76 Madison Street,

CHICAGO.

"The Bill Poster"

The English counterpart of Billboard Advertising. Subscriptions, 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.





127 N. Fifth Street, Cor. Cherry, PHILADELPHIA

JOHN CHAPMAN

**JOHN CHAPMAN CO.** 

BILL POSTERS,

DISTRIBUTORS,

ART BULLETIN ADVERTISERS. PASTE MANUFACTURERS.

Longworth St.,

CINCINNATI. O.

### 1896.

### THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

it gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.

It gives his street address.
It gives the name of the distributer.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.

It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics
It gives the names of the dramatic cor-

it gives the name of a good attorney.

It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10%, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the

wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

application.

It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

### It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following

in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single colored umn comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you an. It's a good thing,

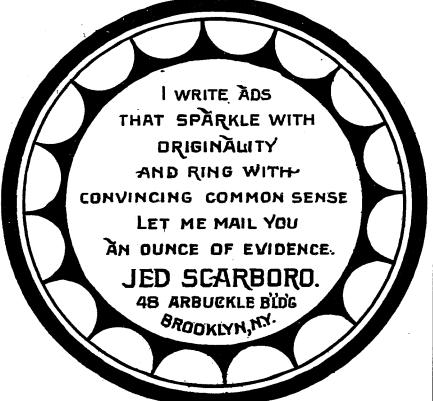
you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

Parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who neel it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON. Cincinnati, Ohio.





ROOSEN INK WORKS, 66-68

JOHN STREET, BROOKLYN, N. Y.

# My Sideboard.

I will write three of my 5oc ads as a trial for any Furniture dealer for \$1. Money back if they don't suit. Among all my clients I never had to refund once. I may discontinue this offer

C. J. Barless, Rose, n. Y. Writer of Business Advertisements.

### No Cats IN Leadville. The air is too rare for them.

MANUFACTURERS OF

Inks

AND DRY COLORS

PRINTING AND

LITHOGRAPHING

There are times and places for all things. No good ads are written in the atmosphere of a bustling office or by the hustling business man. Leave ads to the man who is prepared for them, and concentrated at that work.

Ads are \$1 each from this office, and letters in answer to enquiries are gratis and prompt.

### R. L. CURRAN,

Room 1517, 150 Nassau St., New York. If you want good sketches for car signs, ads, circulars, etc., apply here.

No Office Complete Without It.

It saves money by discovering the best way of doing things in the office. It treats particularly upon

CCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING, and incidentally upon FINANCE,
MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office Mail Bag, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices: Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity: Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers,

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.



We **Employ** Young Men to distribu

ONE OF OUR DOBS

Young Ladies employed on the

If boys or girls apply they must be well reconended. Write for particulars. ACME CYCLE COMPANY, ELKHART. IND.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS:—My Acme Light Roadster arrived yesterday morning and not only myself; but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,
C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

Acme Cycle Co., Elkhari, Ind.

DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,

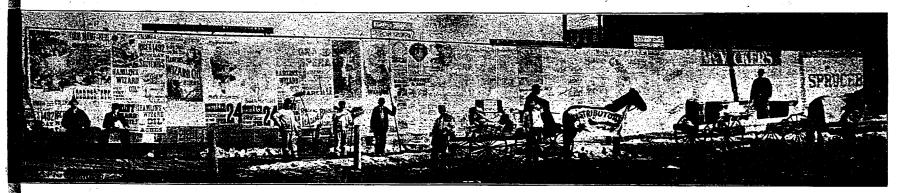
SETH BARTON.

WE HAVE NO ACENTS



# G. RUNEY & SON.

WAUKEGAN, ILLINOIS



# Bill Posters & Distributors,

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE:

This is Ramsey

MAMSEY (0;

### 1896.

### THE DONALDSON GUIDE

36 Edition new in process of compilation

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description

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It gives the population of the county.
It gives the name of the bill poster. gives his street address. gives the name of the distributer.

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It gives the names of the newspapers.
It gives the names of the editors.
It gives the names of the dramatic critics is gives the names of the dramatic correspondents. gives his street address.

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It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10%, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the

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It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

### It will bring you business.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

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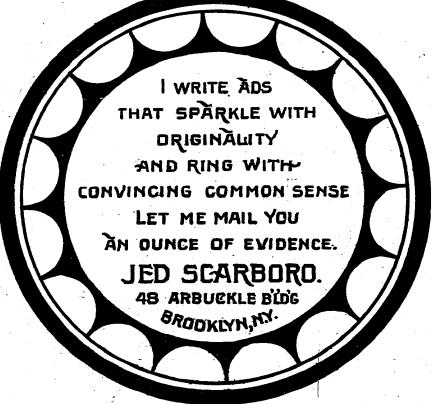
The price of the Donaldson Guide is \$2.00 each, and it is worth many times its cost to those who

parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who neel it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON. Cincinnati, Ohio.





ROOSEN INK WORKS, 66-68 JOHN STREET,

BROOKLYN, N. Y.

# My Sideboard.

I will write three of my 5oc ads as a trial for any Furniture dealer for \$1. Money back if they don't suit. Among all my clients I never had to refund once. I may discontinue this offer

C. J. Barless, Rose, D. Y. Writer of Business Advertisements.

# No Cats IN Leadville.

The air is too rare for them.

PRINTING AND

INKS

AND DRY COLORS.

LITHOGRAPHING

There are times and places for all things. No good ads are written in the atmosphere of a busiling office or by the hustling business man. Leave ads to the man who is prepared for them, and concentrated at that work.

Ads are \$1 each from this office, and letters in answer to enquiries are gratis and prompt.

R. L. CURRAN,

Room 1517, 150 Nassau St., New York. 11 you want good sketches for car signs, ads, circulars, etc., apply here. No Office Complete Without It.

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING, and incidentally upon FINANCE. MANUFACTURE, TRANS-PORTATION. COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL BAG being letters from practical men on office and business topics: OFFICE RECORD. containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers.

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Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.



**Employ** Young Men

Young Ladies employed on the If boys or girls apply they must be well recommended. Write for particulars.

ACME CYCLE COMPANY. ELKHART, IND.

FT. WORTH, TRX., Oct. 10, 1895.

Acme Cycle Co., Elkkari, Isd.

DEAR SIRS.—My Acme Light Roadster arrived yesterday morning and not only myself; but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,

C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

Acme Cycle Co., Elikhari, Ind.

DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agenta, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,

SETH BARTON.

WE HAVE NO ACENTS

but ship from our factory at
wholesale prices. Ship any
where for examination; pay
freight both ways if not esti-



WHEN YOU USE THE BILLBOARDS

JANUARY, 1896.

# SURE, That it's the best town in the State.

SURE, That the people have money to spend SURE, That every sheet of paper you send to
RAMSEY & CO. will be posted in good
locations, on good boards, with good
paste, and not too many in a place.

SURE, That it will not be covered with other paper until time is up.

SURE, That if you don't pay the price you don't post SURE, That if you do pay the price you get more for your money than you expected.

ONE OF OUR DOBS

RAMSEYESS UPSTOS BILL DOSTERS DISTRIBUTORS OUTDOOR ADVERTISIERS.

ART

30 CENTS

A FOOT. A MONTH

BILLBOARD ADVERTISING.



137·E·MIN, **NEXT DOOR TO POST OFFICE** 

The Price: 7 Cents 30 Days.

# G. RUNEY & SON.

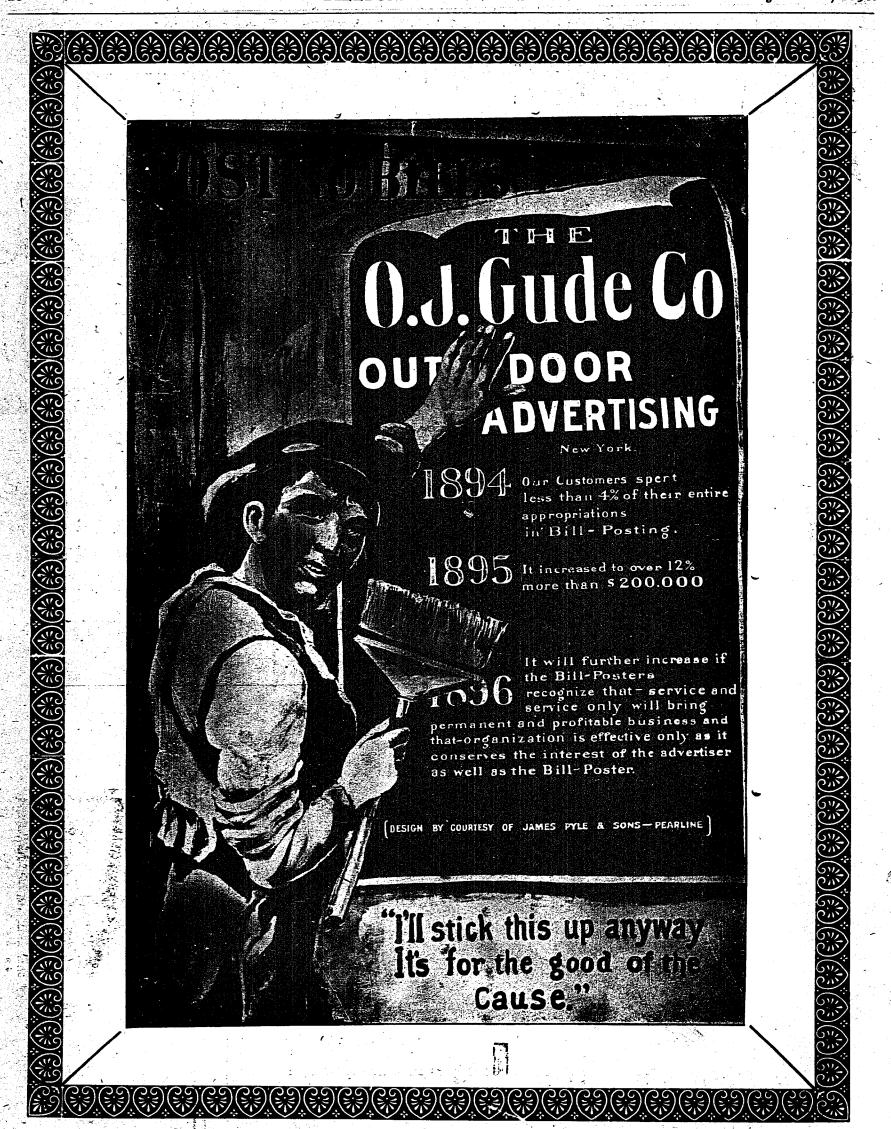
WAUKEGAN. ILLINOIS.

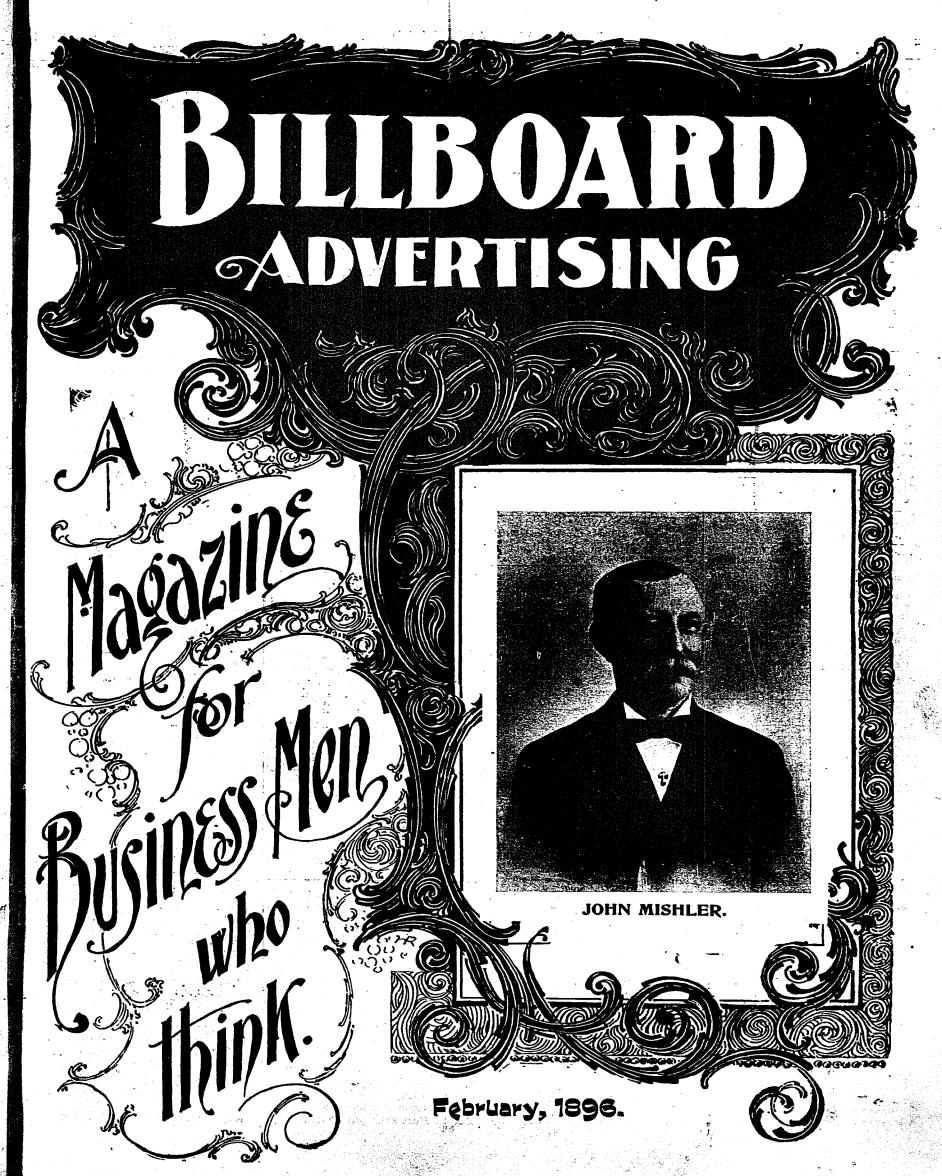


# Posters & Distributors.

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE:





### Classified Advertisements. Classified Advertisements

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under the

Albuquerque, N. M. Pop. 10.000; The Hudson-Adv. & Bill Posting Co., owing and control all bill boards. Also do distri-buting, tacking, fence painting, mailing. Boone, Iowa, Population 9,000 J. Kirby, City Bill Poster and Distrib

Bethlehem. Pa., pop. 25, 123, South and West Pa. Groman Bill Postin and Distributing Co.

DENVER, COLO.

The Curran Bill Posting & Distributing Coowns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,600; Pueblo, 40,000 Colorado Springs, Colorado City and Maniton, 20,000.

Delaware, O.
G. D. MoGuire, City Bill Poster, Distribute

Gloucester, Mass., J. H. Procter, Bill Poster and Distributer. Population with surrounding towns 45,001. Orders promptly executed. P. O Box. 731, d3

Lexington, Ky.
Ramsey & to., Licensed Bill Posters and Distributers. White men do our distributing. i irculars \$1.50 per 1000, one in each house; if books, \$2 to \$3 per 1000. Sample according to size. Satisfaction guaranteed

Lima, Ohio. Pop. 20,000, W. C. Tirrili, City Bill Poster and Distri-buter. Work promptly done:

Manchester, N. H. Frank P. Colby, City Bill Poster. D stributer and Baggage Transfer. Address 30 Manchester st.

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Meridian, Miss. Pop. 15,000, L. D. Hoffer, City Rill Foster & Distributer

Milford, Mass.

Population, 10,000. W. E. Cheney, City Bil
Poster, Distributor. 24 So. Bow street. Sole
control of all bil boar is in city and adjoining towing. 20 years' experience in this city
Baggage and scenery truck express. ja-12

New Hampton, Iowa, R. B. Garver, Bill Poster and Distributer, (Irculars distributed in Northern Iows, Honest work, Reasonable Rates, Reference

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

Palatka, Fla.

W. S. Nugent, Bill Poster and Distributor Milford, Mass.

Edwin S. Negus, Distributor, Shelbyville, Ind. T. F. Chaffee & Son

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill. G Runey & Son, Distributors. Bill Posters etc. (Circuit 18 towns.) Pop. 35,000. no

Tucson, Arisona, 2,000 ft. of boards WM. REID; Box, 148.

Springfield, Onio, H. H. Tyner Licensed City Bill Poster and Distribu

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of the Charles City and County furnished. Best of reference. J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40 000, Posters, Distributor and Tackers. We dall kinds of advertising & guarantee worldows City Bill Posting and Advertising Configurations (Licensed) Member A. B. P. A.

Victoria, British Col. Pop. 20.000. The Victoria till Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON. Manager. P.O. Drawer 28

Western Bill Posting Co., Owners of all Advertising Spaces. Salt Lake City, Utah.

Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell. Bil Poster and Distributer, References.

Dietz and Glendenning, Bill Posters. 6no

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will re-crive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements receiv d from miners. References as to honesty and integrity must accompany all applications for space

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Boston. Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertis-ing matter. Advertisers write at once. no

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cage and suburban towns.

Cincinnati, O. H. B. Meisner
Distributing, sign tacking South & Depot

Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributer; Sampl General Advertiser.

Convent, Ls.
Names of residents of St. James County furnished at reasonable prices. F. Vezoux.

W. E. Patton, Corinth, Miss.
Blii Poster and Distributer, Reference for nished. Box 79 Detroit, Mich., Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Street.

Dowagiac, Mich.
The Mich. Adv. ureau, Wm. J. Kryder. Pres

Easton, Md.

The Adv. Dist. Bureau, posts and distributes bills, signs and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Grand Rapids, Mich. George M. Leonard, Reliable Distributer

Ironton, Ohio.
Distributing by James Haynes & Son.

Marinette, Wis. Menominee, Mich. Pop. 15:312—Adjoining—Pop. 12:524 Wm. H. Earle, Mar nette, Wis. Kellable Distributor. Your contracts solicited

Millersburg, Dauphin Co. Pa.
Roscoe C. Hinkle, Distributer, \$2 per m. d3

County and City Bill Posters & Distributors Newport, Ky.

G. H. Ottling & Son. Bill Posters and Distributors, 608 York street. Nashville, Tennessee.

New Orleans, C. H. Young & Co., 408 Serondelet St. General Distributors, Unlimited reference. Honest work. d4

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburgh

Paducah, Kentucky.
H. JOSEPH HARTH.
Bill Poster and Distributor. Member International Distributors Ast'n of N. A. 16

Peru, Ind., C. W. Stutesman, Licensed City Bill Poster & Distributor. 13

Portage, Wis.
W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs :acked. no

Richmond Hill, L. I.
Circulars distributed honestly in Queens
County by L. Bangert.

Scranton, Lackawanna Co., Pa Jo'n H. Beltz & Sons, General Advertising Agents, Write to us, 654 Deacon street

Selkirk, Ohio. C. P. Roberts, Reliable Distributor. Williamsport, Pa. S. M. Bond. Distributor.

Western Bill Pos'ing Co., General Distributers Sait Lake City, Utab When you write, mention Billboard Advertising. EXPERT AD WRITERS.

Advertisements under this head \$1,50 per year, i nonpareit. In bold-face type, \$2,00 per year. Di play advertisements not exceeding 7 lines, 25c, p line. All advertisements anounting to \$1,50 an over include a year's subscription free.

rcher, Addison, 206 Girard Bldg., Philadelphi Pa. rchibald, David B., 73 Nassau st., New York City, N. Y. scherfeld, Havre-de-grace, Md. agley, F. B., 212 South 15th st., Philadelphia

Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo. Sates, Charles Austin, 1413-1415 Yanderbiit Bldg.

Busy Bee, 72 Adage, Boston, Mass.

Crawford, O. W., Advertising Manager, Masonic Temple, Chicago, Ills. Curran, R. L., 111 West 34th st., New York, N. Y. David, C. F., 67 Milk st., Boston, Mass. Day, Chas. H., Whitneyville, Conn. Decker, F. W., 155 Chambers st., Newburgh, N. Y. Dixey, Wolstan, 85 World Building, New York N. Y. Pairbanks, W. L., Box 857, Philadelphia, Pa. Powler, Nath. C., Tribune Building, New York,

Owler, N. Y.
Powler, Brank Pleid, 13
Gillam, Manley I., Hilton, Huguer, N. Y.
Work, N. Y.
Herren, Jno. W., Norwich, Conn.
Holmes, Henry, 17 Beekman st., New York,
Western St., New York, N. Y.
Wontreal, C. Frank Field, 13 School st., Boston, Mass. Manley L., Hilton, Hughes & Co., New

Holmes, Henry, 17 becaman and N. Y.
Hubbard, J. S., Plymouth, Wis.
Kahrs, H.P., 20c East 31rd St., New York, N. Y.
Kennedy, J. B., 21 E'd of Trade, Montreal, Can.
Kirkpatrick, W. B., 513 So. Shippen St., Lancaster, Pa.
Lewis, W. H., 417 Prospect Ave., Buffalo, F. Y.
Long, Jas. R., 419 Fifth St., Washington, D. C.
Manning, Ulysts G., South Bend, Ind.
Marsh, Chas. H., 9:5Chamber of Commerce, Chicago, Ills.

cago, Illa. larston, Geo W., Portsmonth, N. H. lathews & Lewis, 501 Main st., Kansas City,

Mo. Insea, Bert M., Box 283, Brooklyn, N. V. Insea, Bert M., Box 283, Brooklyn, N. V. Insea, Bert M., Box 283, Brooklyn, N. V. Insea of the witt, J. C., Stimson Bidg., Los Angeles, Cal. uigg, Chas. J., Farmington, Me. Angeles, Cal. atterson, Will J., 125/2 W. 3d Los Angeles, Cal. atterson, Will J., 125/2 W. 3d Los Angeles, Cal. atterson, Will J., 125/2 W. 3d Los Angeles, Cal. United States Printing Co., 213 Jenerson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 214 Jenerson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 214 Jenerson, Seattle, Wash Planet Show Print, Ont., Canada. Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 214 Jenerson, Seattle, Wash Planet Show Print, Ont., Canada. Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 214 Jenerson, Seattle, Wash Planet Show Printing Co., 214 Jenerson, Seattle, Wash Planet Show Printing Co., 216 Jenerson, Seattle, Wash Planet Show Printing Co., 217 Jenerson, Seattle, Wash Planet Show Printing Co., 217 Jenerson, Seattle, Wash Planet Show Printing Co., 218 Jenerson, Seattle, Wash Planet Sh

Pa. Scarboro, Jed. 48 Arbuckle Bldg, Brooklyn, N. Y. Smith, E. L. Codman Bldg., Boston, Mass. Smith, F. M. C. Equitable Bldg, Baltimore, Md. Smith, Chaa. Hite, Knoxville, Tenn. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. , D. C. , Advocate Bldg., Newark, Ohio. , 4114 Elm Ave., Philadelphia, Pa . V., Goshen, Ind. 4 New Chambers st., New York,

The News Press, 114 Nassau st . New York City N. Y.
Wady, Clifton S., Room 81, 27 School st., Boston.
Ward, Artemas, Lincoln Bidg., Union Sq., N. Y.
Wasson, J. B., 270 W. 30th St., New York, N. Y.
Wheatley, E. A., Effective Advertising, N. Y.
Life Bidg., New York, N. Y.
Wheelock, R. J., 100 So. 10th St., Philadelphia.
Wilder & Co., 621 Market st., San Francisco, Cal.
Williams, R. L., Loan & Trust Building, Washington D. Co. ington, D. C. Winchester, H. Frank, 162 Ashford st. Brooklyn,

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year in nonparell. In bold face type, \$3.00 per year Display, 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free.

Mark D. Batchelder Co.. 38½ Marietta Street, Atlanta, Ga.
Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.
O. J. Mulford, Hammond Building, Detroit, Mich.
Western Adv. Co., 316 Union Trust Building,

Western Adv. Co., 316 Union Trust Building St. Louis, Mo. Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st. New York City. M. Wineburgh -r. Boston, Mass. M. Wineburgh -r. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex The Acton-Burrows Co., Toronto, Ont.

M. Wineburgh -r. Boston, Mass.
M. Wineburgh, Jr., 164 Bank st., Cleveland O.
Wyndham Robertson, Dallas, Tex
The Acton-Burrows Co., Toronto, Ont.
When you write, mentios Buiboard Advertising.

Sond 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street,
Cincinnati, O., and receive in return
a handsome leather bound Date
Book Best ever published.

PRAIRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
SCRANTON, PA.—Reese & Long Adv. Co.
W.F. Williamson, 113-115 N. 6th street
Huiest & Stout Adv. Sign Co.
The Acton Burrows Co.
WINNIPEO, CAN.—The Acton Burrows Co. Book Best ever published.

POSTER PRINTERS

Advertisements under this head \$1.50 per year in year in nonpareit. In bold face type, \$5.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.
Advertisements amounting to \$1.50 and over include a year's subscription, free.

Francis & Valentine, 517 Clay, San Francisco
Free Press Show Print., Detroit.
Fox. Richard K. Franklin and Dover, New York
Gribler Litho Co. Chicago.
Gillin Show Print, 132 West 14th, New York
Goes Litho Co, 140 Monroe, Chicago
Gt. Am. Hng & Print Co, 57 Beckman, New York
Great Western Printing Co, 511 Market, St Louis
Greve Litho Co, The, Milwaukie, Wis
Haber, P. R., Fond-du-la, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C R. & H. H., Nashville, Tsnn Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia

Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark Liebler & Masss, 224 Centre, New York Mauberret's Printing House, New Orleans, La.

MURAL SIGNS AND PAINTED BULLETINS

ETROIT, MICH.
Walker & Co., 43 Rowland st.
ALAMAZOO, MICH.—J. H. Mc arthy & Co. KALAMAZOO. LEXINGTON, KY.

I. H. Ramsey & Co., 137 cast Main st.
LOUISVILLE, KY.—Heverin Bros.
NEWARK, N. J.—Newark Bill Posting Co.

TheO. J. Gude Co., 113 - 115 w. Broadway TheO. J. Gude Co., 113 - 115 w. Broadway
C. S. Houghtaling, No. 3 Park Place
L. E. LaTour, 1718 Broadway
& M. W. Hoke, 87 Nassau st.
Unexcelled Advertising Co., 46 Vesey street
Colyers System Advertising Service, 113 and
115 west Broadway
OMAHA, NEB.
Thos. Mulvinill, 1512 Harney st.
OSHKOSH, WIS.—John E. Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PITTSBURCH, PA.
G. G. O'Brien.
PRAIRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.

When you write, mention Billboard Advertisius

Vol. V, No. 2.

OF A MEETING OF THE

Associated Bill Posters

Association.

At Cincinnati, Ohio, January 6, 1896,

The following report of the proceedings

sent us by the secretary for publication is

reproduced exactly as it appears in the

SPECIAL DEPTING

of the Associated Bill Posters' Association of the United States and Canada, held at the Grand

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, 13ckson, Mich
Central Litho and Eng Co, 1406th ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Plus, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore The Donaldson Litho. Co., Cin'ti, O. Bichner & Co, Baltimore
Empire Show Printing Co., 73-75 Plymouth Place, Chicago
Forbes' Litho Co., 181 Devonshire, Boston
Francis & Valentine, 517 Clay, San Francisco

Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co. 222W. 36th, New York Miner Litho Co. The H. C. 342 west 14th st. New York, Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho. Co. Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Bicherleng & Ecos. 114 th Are. New York.

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25. per line. Advertisements monunting to \$1.50 and over include a year's subscription free.

BOSTON, MASS.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves,
Thos. A. Skidmore, 640 Halsey st.
CINCINNATI, O.
The John Chapmn Sons Co., 19 Longworth st.
Dill's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throop st.
CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.

The Curran Bill Posting and Advertising Co.

And the action of C. S. Houghtaling in failing

L. H. Ramsey, Lexington, Ky., was appointed Sergeant at Arms Roll call showed the following his paper. The request was granted after the

President, R. C Campbell. Vice-President, C M. Leonard. Treasurer, J. A. Curran. Indian apolis Bill Posting Co., Indianapolis, Ind. Cream City Bill Posting Co., Milwaukee, Wis. M. Bresauer, Minneapolis, Minn. Walker & Co, De troit, Mich. H. H. Tyner, Springfield, Ohio. Heverin & Bro., Louisville, Ky. Curran Bill Posting Co., Denver, Col. G. M. Leonard, Grand Rapids, Mich. John Chapman Bill Posting Co., nnati, Ohio. L. F. Ramsey & Co., Lexing-

Meeting called to order at 2 o'clock by Pres. | Secretary Carroll at this part of the proceedings

The position taken by Bill Board Advertising N. Y. having been detained by train being five take action on his membership an from the Association as a member.

Mr. Carroll moved that the vote taken at De-Secretary Carroll, not having arrived C. F. members present, the question was put, and de Bryan, Cleveland, Ohio, was appointed Secre- clared carried.

Wm. Donaldson asked that he be allowed t withdraw the official organ from the heading of

CINCINNATI, January 6th, 1896 o the President and Members of the A. B. P. A Gentlemen:—Permit us to surrender the ap-ointment by virtue of which we have been representing your Association in the capacity of official organ.

Thanking you for your consideration, we are Most respectfully yours,

in the matter of the application of O. J. Gude, and called upon Secretary Stahlbrodt of the New Mr. Breslauer, that all soliciting members be Mr. Stahlbrodt took the floor, and in a concise manner explained the matter freely, just as it

R. Mc Carty, Kalamazoo, Mich, be received, and the gentleman be declared elected a member of Mr. Shannon moved that the action taken by the New York State Association in the applica-

folder, without alterations or corrections this Association. Carried.

A. Bryan moved that the privileges of the floor tion of O. J. Gude be ratified and approve he extended to Mr. J. E. Williams, [representing the St. Louis Bill Posting Co., he having no vote. The next order of business was the action of C. S. Houghtaling in failing to recognize our members at St. Louis and Chicago as the proper Wm. Donaldson stated that the stand taken by

parties to do business with. Secretary read charges as preferred by Louis Bill Posting Co., St. Louis, Mo.

ton, Ky. St. Louis Bill Posting Co., St. Louis, Mo. American Rill Posting Co., Chicago, Ills. Delegates for State Associations as follows:
F. M. Grooves, Indiana. F. Fitzgerald, Wisconsin. C. F. Bryan, Ohio.
P. B. Oliver, Ohio.
A. Harbuson, Indiana.

President Campbell announced having disposed of the Bill Board Advertising matter, the next order of business was the matter of the position taken by New York State Association in the matter of the application of O. I. Gude.

PRICE to CENTS. PER YEAR, \$1.00,

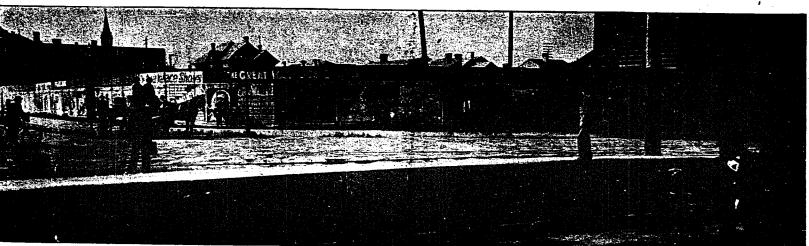
York State Association to state the case and facts dropped from the roll of membership in this As-

sociation. Carried.

Mr. Donaldson then withdrew.

Mr. Leonard, that the Secretary draw an order on the Treasurer for \$10,00 each and return same to W. H. Donaldson and O. J. Gude upon their

Mr. A. Bryan, that at the regular Associati prices as adopted by this Association all bill posters, members of this Association be made solicitors and allowed a commission of 16% per cent, and that no Bill Poster be permitted to allow any more than 16% per cent. to any one, and that no Bill Poster, member of this Association be permitted to pay any bill poster, or regu-



BILLBOARD ADVERTS

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

CINCINNATI, FEBRUARY 1, 1896.

HOW AL. WEBER BILLED THE WALLACE SHOWS.

Meeting called to order at 2 o'clock by Figs.

In position taken by the New York State Association of O. J.

Gude.

The position taken by the Associated Bull Posters' Association of O. J.

Buffalo, N. Y. W. J. McAllister & Son, Troy, N. Y. Albany City Bill Posting Co., Albany, The Associated Bill Posters' Association' to act the Association as a member.

Secretary The Associated Bull Posters of C. S. Houghtaing aiding and abetting an opposition in St. Louis Bill Posting Co., and ask the "Associated Bill Posters' Association" to act take action on his membership and drop him from the Association as a member.

SECRETARY'S REPORT ton, Ky. St. Louis Bill Posting Co., St. Louis,

Hotel, Cincinnati, Ohio, Monday, January 6th, 1896, pursuant to call issued by President R. C. exactly as stated by him in the last issue of the

A. Harbnson, Indiana.

Association. Carried.

F. Fitzgerald moved that the application of A.

J. Avery, St. Joseph, Mo., be received and the gentlemen be declared elected a member of this

Mr. Breslauer moved that the application of J.

And the action of C. S. Houghtaing in tannal to recognize our members at St. Louis, Mo., and Chicago, Ills., as the proper parties to do busi
Association be reconsidered. After a thorough discussion, participated in by the majority of the question was put, and de-

Jas. H. Hennegan, Mg'r.

CINCINNATI, January 6th, 1896. | lar solicitor of advertising more than 163 per tion. | Car-

rours truly,
ST. LOUIS BILL POSTING CO.,
Chas K. Hager, Sec'y & Mgr.

American Bill Posting Co , Chicago, Ills.,
December 1st, 1895
Secretary The Associated Bill Posters' Association.

We hereby charge C. S. Houghtaling with aiding and abetting an opposition in Chicago in the firm of "Rimore & Co." against the American Advertising & Bill Posting Co., and ask the Associated Bill Posters' Association to take action on his membership and drop him from the Association as a member.

Mr. Breslauer moved that the name of C. S. Wis.

Houghtaling be dropped from the roll of membership in this Association. Carried. Mr. Groves, that the Secretary of New York
State Association be requested to ask the resignation of C. S. Houghtaling as a member of the

R. A. Stahlbrodt, J. Ballard Carroll. New York State Association. Carried. Upon
Mr. Harbinson, that Section 5, Article 2, of our o'clock.

which was adopted.

RESOLVED, that a Committee of Five (5) be appointed by the Chair to devise ways and means to act in behalf of the Association towards the publication of a Journal devoted exclusively to the interests and welfare of the Associated Bill Posters' Association of the United States and Canada, to report as soon as possible to this convention.

Applications for membership received from: L. M. Crawford, Topeka, Kansas. L. M. Crawford, Wichita, Kansas. L. M. Crawford, St. Joseph, Mo. A. H. Simonds, Elizabeth, N. J. Vine Bros., Jamestown, N. Y. R. G. Spaulding, Boise City, Idaho. W. C. Tirril & Co., Lima, O. W H. Walker, Burlington, Vt. F. C. Zehring, Lincoln, Neb. F. P. Colby, Manchester, N. H. AMERICAN ADV. & BILL POSTING CO.,
R. C. Campbell, Mg'r.

Wig.

Upon motion applications were laid upon th table until evening session.

Upon motion by Mr. Curran adjourned until &

### EVENING SESSION.

Meeting called to order by President Campbell

tee on official organ reported as follows That it he sense of this Committee to have s ciated Bill Posters' Association of United States being one of the owners. His system of theatre and Canada and recommended that the name of the paper be "The Bill Poster"; that the same b monthly and that it be devoted exclusive ly to the interests of general out door advertis ing, and that it be published under the jurisdic-tion of the President and Executive Committee of the Associated Bill Posters' Association of the United States and Canada

P. J. SHANNON, Chairman. F. M. GROVES. AL BRYAN.

J. BALLARD CARROLL. E A STABLEROOT Secretary. ion the report as read was received

eccented and ordered entered in full in the min Bill Poster" be published in the City of Chicago under the supervision of the President and the organ be in the cities of Chicago and New York. tious.

Mr. Stahlbrodt, that the members of this Association withdraw support of any shape or form from Bill Board Advertising, Carried.

Upon motion of Mr. Campbell the application bership were taken from the table and

Kansas, L. M. Crawford, Wichita, Kansas, L. M. Secretary directed to draw an order on Treasurer for amount of initation fees and return the

Meeting. The applications of City Bill Posting
Co., Peoria, Ills. V. A. Hett, Portsmouth, N. H. P. P. Colby, Manchester, N. H. F. C. Zehring Lincoln, Neb. W. H. Walker, Burlington, Vt, R. C. Spaulding, Boise City, Idaho. Vine Bros. Jamestown, N. Y. W. C. Tirril & Co., Lima, O H Simonda Klizabeth, N. J., were accepted

Mr. Campbell offered the following resolut Mr. Campbell offered the following resolution
Resolved, that we have printed a poster, an
shipped to every member of this Association t
be posted free of charge and kept up in goo
shape, and as long a showing as possible, espons ing The Bill Poster as the official organ of this

on in behalf of the Riverside Printing and Litho. Co., Milwankee. Wis., offered to prist 5 000 posters free of charge. Accepted

Mr. Campbell offered the following resolution RESOLVED, that the Secretary of the Associated Bill Posters' Association notifies all advertisers, solicitors of advertising and Circus proprietors the full membership of the Associated Bill Posters' Association of United States and Canada of the prices adopted by the Association and the prices adopted by the Association and quest that they use the members of the Association in all Cities where there is one, and all embers are requested to notify by telegraphe? President or Secretary of any one not coming with this request.

of the New York office, out of the general fund.

rtising be laid on the table indefinitely.

of thanks to the newspapers of the City and \$40,000. This includes renewal paper to the The A. J. Corre Hotel Co., Grand Hotel, for amount of about \$12,000. The A. J. Corre Hotel Co., Grand Hotel, for courtesies extended. Carried.

Mr. Curran, that we now adjourn. Carried. I. BALLARD CARROLL, Secretary

### JOHN MISHLER

Has lived in Reading, Pa. since his birth, April 28, 1847. He was in the dry goods business from bill posters would put up their paper (as we be-

The present Academy of Music was opened October, 1880, and is owned by five gentlemen. have John Mishler managed it from 1886 to 1888, when had. it was leased for two years to H. R. Jacobs. Mr.

Mishler resumed management October, 1890, and will continue until he retires from business. management is "strictly business," in many respects unique and effective and much talked about. He managed Bartholomew's Equine

1890. His first experience in the show business when a boy, was as the top of the tall woman. Pennsylvania.

Mr. Mishler is known by many circus and

everybody. He is one of Reading's best known haritable citizens, and for years has done much good among the poor and the charitable societies. He was the first president of the Pennsylvania State Bill Posters' Association, and was the date of our next Annual Meeting in July at Conservative, impartial hones and that the offices of the said official organ be in the cities of Chira. unanimously re-elected for another year last

The says: "To be a successful bill poster tie the not get drunk; do not misrepresent; do not use boys because they work without pay; do not waste time trying to destroy opposition; do not waste paper; do not undertake more than you or membership were taken from the table and can successfully carry out; do not buy liquor, the applications of L. M. Crawford, Topeka, cigars or merchandise with circus or theatre tickets; do not leave bills unpaid with indiffer-Crawford, St. Joseph, Mo., were rejected and ence; don't have a dirty, careless-looking bill room: do not harbor loafers: try to be like a business man. There are hundreds of good bill posters, and it is unfortunate that the many The application of J. T. Condon, West Superior must suffer for the weakness and deficiency of Wis., was laid on the table until our Annual the few; but such is life. Avoid being one of the few. The golden opportunity has arrived for those that will embrace it, with active, hon orable, honest business methods. I am much benefitted in this direction by carefully reading BILLBOARD ADVERTISING; each issue is worth to me the annual subscription."

### A FEW LETTERS.

difor Billboard Advertising, Cincinnati, Ohio

ad storms in the various parts of the country, we have had to send in all directions addition enewal paper to fix up the numerous displays that we are maintaining.

This again brings up the question of the ex-cessive loss to bill posters, caused by the use of poor paste and inferior workmanship, and poor boards.

Everybody knows that paper posted on a board tongued-and-grooved lum and carefully put together, looks 100 per cen better and lasts very much longer than when posted on an old board with half inch crack

esides paste and other details. The necessity for oill posters taking some ac ion, and getting the various members of the Mr. A. Bryan, that this Association pay to E.

Stahlbrodt the sum of \$450.00 rent for one year

putting up paper, can easily be estimated in dolputting up paper, can easily be estimated in dollars, which particularly comes out of the bill posters pocket, and when the amount is duly appreciated somebody will surely take enough interest to give the matter such careful considerinterest to give the matter such careful considering the abolishing but at 204 Dearborn avenue I found and but at 204 Dearborn avenue I found and but at 204 Dearborn avenue I found and but at 205 Dearborn avenue I found and but at 206 Dearborn avenue I found and Mr. Curran presented a bill for Bill Board Ad- appreciated somebody will surely take enough ertising for \$100.

Interest to give the matter such careful consider.

Mr. Carroll moved that the bill of Bill Board ation as we are sure can result in the abolishing that is supposed to be kept in good condition o

Mr. Williams returned thanks for the privileges extended him by the Association in a few
well chosen remarks.

Mr. Harbison, that the Secretary return a vote

Inal is supposed to be acpt in good to be

This \$12,000 is a direct loss to the bill poster, as all contracting agents know that when the ques tion of appropriating money to cover a bill post-ing display comes up, the estimate necessarily is to cover cost of posting and paper required. If

a less quanity of paper is required, more money goes into the posting. Under the present condi-tions of affairs the \$12,000 is included. If the His father erected Mishler's Acad- lieve it can be put up) so as to need absolutely my of Music in 1872 and John managed it from the auntil 1886, when he converted the building to other purposes and destroyed the theatre. done. This means that the bill posters will be just \$12.000 short of the amount that they might counted in the presence of witnesses

four times the amount that would be necessary for the bill posters to overcome this unfortunate situation.
Unquestionably the labor necessary to put out

Paradox from 1882 to 1886 and again from 1888 to these renewals would figure as against the cost The satisfaction that the bill posters would be

Two men in a long dress walking around the side show tent at the Reading Fair of Hugh can safely estimate as worth increased business Lindsay, a popular entertainer in his time in

cent. in the amount of money spent by advertis-cent in the amount of money spent by advertis-lers in the course of a season with the bill posters.

Cannot something be done to stir up the representative bill posters to a decided action on this

New York, Jan. 21, 1896. Editor BILLBOARD ADVERTISING Cincinnati Obio

Dear Sir:-Like a ray of sunshine the report from Mr. F. M. Groves, of Evansville, Ind, relative to "Aunt Jemima," 8 sheets that he has been carrying for us for the past month. He says

> play, "Aunt Temima" has got it here. The bill is on the very cream of my boards, and it is the loudest and most attractive bill of its size that I have ever posted."

keep them up in good shape even after the expiration of the thirty days if I am not compelled o use the space."

"I am very thankful to you for favors, and assure you that anything that comes through your hands will at all times receive the very best that

vertiser's inspection, and the enterprise and attention that Mr. Groves gives to all his work is lesson that could well be copied in many other

During the last thirty days we have received many reports that paper was not in satisfactory condition, and the bill poster always said that "the storms have been so heavy that they had not enough renewal paper to go around." Here comes Mr. Groves with a statement that he had ough to go around and has some left, and the n that is evinced by his willingness to give the greatest possible benefit to the adver-tiser is bound to result in building up of a very large business for Evansville.

Perhaps it might be well for the boys to take paper so that a little gust of wind won't blow it

Let us hope for more reports of this kind from Very truly yours.

THE O. J. GUDE Co. Chicago, December 16, '95

V. H. STEINBRENNER

Gen'l Agent, Int. Ass'n of Distributors.

Dear Sir—I desire to call your attention to some work now being done on the North Side by the

have had and that we think they ought to have names I can give, thirty-one books. The A.D.T. boys were strewing them in the street so thickly Any mercantile business that could show as that Police Officer No. 38 was about to arrest Any mercantile business that could show as that Ponce Omcer No. 30 was about to arrest favorable an opportunity of increasing its gross them but did not on a promise to quit throwing income of 12 per cent would be willing to spend them in the streets. The promise lasted until he was out of sight. Yours truly.

I. A. CLOUGH

Chicago, Ill., Jan. 16th, 1896.

Dear Sir-I was surprised to see in your De-cember number, several communications from officers and members of the Associated Bill same satisfactory service that would be given.

All things considered, we believe that this one Inter-state Bill Posters' Association. I cannot theatrical people as "Uncle John" on account item would easily make a difference of 50 per of his geniality, good nature and attention to cent. in the amount of money spent by advertis- take strenuous exceptions, feeling that when a vigorous method of defense should be adopted

> domineering, wreck-your-opponent policy, and grab-all, regardless of honor or principle. This is so thoroughly un-American that it deserves and obtains the contempt which it receives from a thinking people. It is on the wancend cannot

> Why this howl from the Associated clans? Possibly because the Inter-State, yet in its in-fancy, has attained what older associations would be justly proud of.

The Inter-state Association is founded or broad, liberal principles. It will protect and uphold the personal and civil liberty of its membutest and most attractive bill of its size that I bers, so long as the work entrusted to them is ave ever posted."

"I have seven more of the stands, and shall properly done. Only so long, however, as they conduct their business in a legitimate manner, as the constitution and by-laws provide, and as they, each and every one, give bonds to do will the Association protect them.

The Inter-state Association stands ever ready

to modify rules which hinder the advancement and elevation of the craft. The object is not to coerce the bill poster into submission to the unjust demands of the few, but to place the business up where it belongs, by giving good service to adversisers in general, and not in few cities only.

The Inter-state Association, alone of all the

associations, has adopted a scale of prices which is equitable and fair for all concerned. The ad-vertiser and the bill poster both find it satisfactory. Before it was promulgated, it was sub-mitted to twenty national advertisers, meeting with their unanimous approval, as it had that

The Inter-state Association has at all time extended the hand of good fellowship to all craftsmen, whether members or not. Mr. Geo. M. Leonard, of Grand Rapids, Mich., who was it might be well for the boys to take as from Mr. Groves as to how to post lill, in September, knows this. He was cordially welcomed, not humiliated and asked to walk out, as was the writer, when, although present by invitation by prominent and active members, he was excluded from the convention of the A. B. P. A., when last held at Rochester, N. Y.

The same treatment was accorded Mr. Runey, Secretary of our Association, when the Illinois State Association met (without a quorum) at Chicago a few months ago.

If these, and other un arg done on the North Side by the crous to mention, are depended on to cause the crict Telegraph Co. for A. J. White wreck of the Inter-state Association, all I can



My friend, the Kentuckian, says that there is no such thing as bad whiskey, but that some whiskies are better than some other whiskies. It's just the same with advertising—all advertising is good, but some kinds are better than some other kinds. "A poorly printed poster on a poorly selected list of locations is good, better than no advertising at all; but the same money, or a trifle more will secure you artistic printing and prominent locations

I save my clients money by giving them good advice, -advice on what not to do, rather than in beating the bill poster down in his price; and for this reason my clients' paper usually gets the best location that the bill

The result is "Results." Sam W. Hoke

My work is good. I know my work I know my work is good, and I could prove it too if Old Bill Jones were alive Ad Agt., 87 Nassau St, NEW YORK.

STAHLBRODT IS BOSS. Finally the President, in sheer despera- to Houghtaling-to 'Hote,' who more are out of place in the deliberations of a le Carried Everything at Cincinnati instructions.

Article II) said Stahlbrodt.

FEBRUARY, 1806.

His Downfall at Detroit only Temporary-Ros

his cap to him—The Tail did wag the Dog.

of his Adversaries readily whipped into line
—The Secretary hypnotized, and even the
President servicely bends the knee and doffs

From time to time, during the past five

Executive Committee, January 6th, at

The New York delegation, consisting of

Messrs, Stahlbrodt, T. Ballard Carroll, W.

I. McAllister, and Mr. Filbrick, of the

firm of Whitmier & Filbrick of Buffalo

were late in reaching their destination.

having been delayed enroute, but when

they finally arrived they got there with

both feet, as the saying is. In other

words, under Mr. Stahlbrodt's able direc-

tion and instruction, they carried every

thing, in fact had things all their own

way, and instead of receiving a well-

merited rebuke and reprimand, they were

accorded the sanction, approval and en-

dorsement of the President, for their re-

bellious attitude toward the superior or-

Although ridiculous, even farcical in

their nature, it is meet and proper that

some brief account of their proceedings

be chronicled here if for no other reason

than to demonstrate the folly of the fool-

ish individualism which pervades and

BILLBOARD ADVERTISING went down

early in the fight, yielding gracefully to

the inevitable and voluntarily surrender-

ing the appointment by virtue of which

it had been representing the organization

The action of the New York State A

sociation in refusing membership to O. J.

Gude was then brought up for discussion

against the A. B. P. A., but the real issue

The Secretary's account of the proceed

ings, given in another column, states-

just as it occured." He did nothing of

the sort. He cleverly avoided all allusion

to the undoubted insubordination and

disrespect of which the New York State

Association had been guilty, but with

much mouthing and many words, pro-

ceeded to attack Section 5 of Article II, of

the Constitution, claiming that it was

unconstitutional. Shades of Cushing!

Think of that. A portion of the Consti-

tution is unconstitutional. What bril-

liancy, what depth of understanding, is

Despite the protests of F. M. Groves

of Evansville, and Geo. M. Leonard, of

in the capacity of official organ.

was adroitly ignored.

here revealed.

dominates the Association.

ganization

Cincinnati, they fairly outdid themselves

sue in regard to the matter?" he asked. "Why, repeal that Section," (Section 5,

"A motion to that effect will be in advertisers in our behalf?" order, gentlemen," said the President.

tary's account of the proceedings has it.) And in the meantime Mr. Stahlbrodt is the latter are quite busy trying to find out quietly and soberly thinking. just what kind of a meeting it was. They are very curious about the matter.

The announcements sent out by the Secretary said that it was to be a meeting of the Executive Committee, while his report of the proceedings calls it a special

If it was a meeting of the Executive Committee, it is patent to the most obtuse will edit The Bill Poster, that it was powerless to reverse the action of the Association in convention assem-

If, on the other hand, it was a special meeting, then the attempt to repeal the section in question is null and void, for Section 1. A section is null and void, for and irregular. section in question is null and void, for Section 3, Article X, of the Constitution, distinctly says that "any amendment or difference from those held by the boss, and larger to the Constitution to this Constitution to the Con alteration to this Constitution must be he was promptly silenced. made at a regular session of this Association, and if seconded, it shall be put before the Convention by the President for disposal, and if two-thirds of those present shall vote in favor of said amendment t shall become a part of the Constitution."

Now, the writer was present and knows that the motion was not seconded, and

The President is to be excused for de-There was no doubt that they had clearly ciding it carried, despite the fact that it exceeded their authority in this matter, did not have the requisite two-thirds in fact had been guilty of open rebellion majority. No one believes that he was overly familiar with the Constitution, or with Cushing's Manual either, but most of the thinking members are not inclined to be so lenient with Stahlbrodt 'Mr. Stahlbrodt then took the floor, and in a concise manner explained the matter

They argue that he framed most of the Constitution himself, and therefore knew that the meeting in question was not a regular meeting, for Article VII, Section I, plainly states that the annual (regular) meeting shall take place on the second Tuesday in July.

His course in this matter is therefore viewed with distinct disfavor by the thinking men.

They are outspoken in their opinio too, claiming that either his judgment i bad, or that he is unscrupulous. Conse quently they argue that he is anyone but the proper person to dominate the Association.

Grand Rapids, he was enabled, with the Others too, grown weary of the continual aid and connivance of the President, to continue his homily to such length that the question under consideration, in the minds of most of those present, was forgotten for the time being. This being exactly what he was often he are after the continue his homily to such length that Association, are beginning to ask, "Is the Association run in our interest, or is it merely a means wherewith Stahlbrodt can vent his malice, spleen and envy against Trilbies.

tion, turned to Stahlbrodt and asked for than any other man helped to effect the trade organ organization, who is a prince of good "What mode of procedure shall we pur- fellows, and whom we all like?"

"Why, too, have we been compelled to affront O. J. Gude, who more than any state. It was of course, merely a subterother man has worked upon commercial

"Why should we be compelled to an

Now this remarkable and truly original felicitating himself upon the fact that he BILLBOARD ADVERTISING, the only paper departure in parliamentary procedure carried the convention. His henchmen may suit Mr. Stahlbrodt, but there are too, rejoice, but they are few, very few. quite a number of the members who are The first fury of the meeting is now over, anything but satisfied with it. Some of and many of the members are thinking

### ECHOES.

The president made a good Trilby. Stahlbrodt, in the role of Svengali proved a great success.

It is rumored that genial Mike O'Neil

W. C. Tirrill, of Lima, Ohio, repor splendid business in the Oil City. Al. Bryan in the ranks of the Cuckoos

was one of the surprises of the convention

F. M. Groves had the courage to voice his convictions. Like the rest of the dis

All the bill posters, save Stahlbrodt, remained over until the following day, in order to attend the convention of the cir-

cus men. Seven of the members who were present further knows that the vote was 13 ayes at the meeting, have since written this paper, totally disavowing the action of the

> James A. Curran combined business with pleasure. The Denver boards with with pleasure. The Denver boards will take on new interest as a result of Jim's eastern trip.

Mike Breslauer, of Minneapolis, has been in the business for twenty-two years, although he does not look to be much over twenty five years of age.

Phil Oliver stands well with the show-men He is one of the most popular bill posters in the country. As a co Findlay, O., always gets its share of the circuses

secretary has carefully eliminated mention of it.

L. M. Crawford's applications for membership were rejected, of course. It was Crawford, we believe, who furnished O. J. Gude with the postal card that caused the arrest of the boss

Surely there are plenty of others to choose from. Even the veriest boors would not be guilty of such rank discourtesy.

Every one who differed with the boss

Despite the fact that there is not enough of the Wisconsin Bill Posters' Association left to wad a shot gun with, F. Fitzgerald qualified as a delegate, representing the fuge, resorted to in order to give the Cream City Bill Posting Co. two votes.

If you are capable of forming an opin-From time to time, during the past five years, the so-called leading spirits of the Associated Bill Posters' Association have been guilty of errors of a character more or less grave, but at the meeting of the tary's account of the proceedings has it )

order, gentlemen," said the President. Mr. Harbison, of Indianapolis, made it, and without waiting to have it seconded, it was put to a vote and carried by 13 yeas to 7 nays (not by 14 to 5, as the Secretary's account of the proceedings has it )

And in the meantime Mr. Stahlbrodt is

The attitude of the Association toward in the twenty thousand publication the United States and Canada that cham-pions the cause of bill posters, is highly edifying. It does seem, as one of the members remarked, that they could have found more profitable employment than trying to kill their best friend.

Filbrick captured a son of Darkest Africa and after decorating him profusely with rosettes and vari-colored ribbons, took him the rounds of the hotels and saloons, utilizing him as a sort of color bearer for the gang. The poor coon did not last long however. In less than two hours from the time he was captured, he oaded to the guards and utterly able to navigate.

Al. Bryan, at least it was rumored it was Al., bought a load of coal from a coal driver, whom he met on the street; after concluding his purchase, he gravely made a round of the saloons, accompanied by about a dozens of his confreres, swapping state to call on President Campbell.

### "THE BILL POSTER."

Under the above title a newcomer in field of journalism will soon be launched. It will be devoted exclusively to the interests of the Associated Bill Posters' Association of the United States and Canada and will be published under the auspices and supervision of the executive committee of that organization.

We presume that it will in some m ure be devoted to the popularizing of the poster, and upon this presumption we bespeak for it the support and endorsement of bill posters and advertisers vervwhere.

Hitherto we have occupied this field exclusively. Alone and unaided among twenty thousand publications, all of whon were busy in extolling space in periodicals and openly decrying the billboards, Geo. M. Leonard added Stahlbrodt's name to the list of those "fired," in a special resolution to that effect, but the was like the piping voice of an infant raised against the mighty roar of Niagara, but slowly and surely we have stemmed the current

Printer's Ink. Profitable Advertising, Art in Advertising, Fame, Business, Common decency should have prevented the bare-faced steal of that sterling English publication's title, The Bill Poster. pictures on the wall, and not a few of them have devoted an entire department to this particular class of advertising.

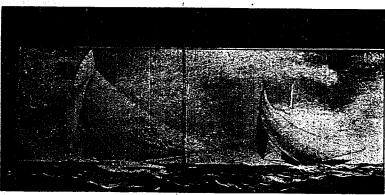
We welcome The Bill Poster heartily. The field is wide and the work is hard. We have have much need of its help. If there is not room for it and us, as some few people affect to believe, then the theory of the survival of the fittest will exactly what he was after, he resumed his seat.

Profound silence followed his remarks.

Nobody seemed equal to the occasion.

Vent his malice, spleen and envy against his more successful and enterprising rival, fixed enterpri ARTISTIC ADVERTISING SIGNS IN PITTSBURG.

some twenty-two feet, the best disposition to make of it is to place the door at one side, and make one window. By all means let the store ple of your town in sympathy with your methods are numerous. First of all you must be sincere for, or else cuts out of his list entirely, and the



able marks of the highest development of the work that gives evidence of the handicraft of the trained artist. Those master painters who were present at the Louisville Convention of the National Association and saw the beautiful piece of sign work exhibited there by G. G. O'Brien, hand the common of the control of the new things is a gold the control of the contro the well-known decorator and wall paper dealer of Fifth Avenue, Pittsburg, will not be surprised to learn that his establishment is responsible for the most artistic and original of these signs, Some of them, of course, are used to advertise his own business, for he is one of the boldes and most extensive advertisers in the "Smoky City," using newspaper space freely, as well a ise wall paper business.

A sign designed to attract attention at the time of the Defender-Valkyrie yacht races, represent two yachts in full sail, dashing over a wide ex panse of wide swept sea. The foremost boa carries on her huge mainsail an announceme of the wall paper department of G. G. O'Brier typifying the fact that he may always be foun eading the race, when there is a contest fo upplying the public with artistic wall coverings. herone of Mr. O'Brien's announcemen appears as though painted on the side of so giant cliff, against whose base the storm toss reakers are beating. In neither of these tw signs does the lettering occupy any considerable portion of the space, the greater part of the design being a marine picture which attracts at tention from the beauty of its coloring and its execution as a work of art; although the eye is rily carried to the advertises which every portion of the picture leads. The same thing is true of another sign, a moonlight

### WINDOW DRESSING.

the trade bringing potentiality of a dressed window? Those who have tried its efficacy as a means of drawing trade are enthusiastic cheapest advertisement. In his window he can display the goods with or without prices, as he deems best. Is not the dealer's window his sign of cleanliness, thrift, taste and business enterprise? It stands there, no matter where its owner may be, continually enticing the public to the spot. Window advertising catches a class of custom that is well worth the baiting. There is also a trade caught by attractive window of custom that is well worth the balting. After is also a trade caught by attractive window object in view and be guided accordingly. He advertising that never would materialize were it aims to set forth a fair sample of the goods to be

and try to please. Then keep up with local and the result is that too late the bill poster realizes that her printing city have been adorned by us sign-boards that bear the unmistake
and try to please. Then keep up with local and the result is that too late the bill poster realizes that current history. If a new opera or theater his "protective" license failed to protect. Again no bill posters license can be drawn in talked about a week or so before it comes off.

The lettering on the window is a thing worth

members of the troupe and place them in your window, people would feel grateful to you. The general success which comes from window ressing is enough to warrant a merchant in own advertising. I will admit that Peter Smith ping to any expense necessary to make his display should be made play effective. The display should be made first-class in every particular. Nothing should was just by a good bluff. If Jones' pills will carry the case into a court where Dogberry is not a court where Dogberry going to any expense necessary to make his dis-play effective. The display should be made pills man from doing his own advertising, but it will pay for itself twice over if it is properly way, and that is every man may advertise his

### LICENSE?

The following communication has been received. Some of the argument seems far fetched, but we publish it, believing that all bill posters are interested in this sign writer's art, and in fact show, not only lettering of the most advanced type, but pictorial is not bad, but one of the new things is a gold of others on the same subject.—EDITOR. subject. We should like to have the views



time for a display if the window and store be well lighted. If your store is situated on a prominent thoroughfare, where a great many prominent thoroughfare, where a great many it windows should be well lighted, so that the goods in them may be viewed, and so that the goods in them may be viewed, and so that the advertising value of your window may go on the subject.

THINK ABOUT IT.

In America there are about \$200,000,000 spent in advertising every year. Do you think this could be kept up year after year—and not only kept up, but constantly increased—if advertising value of your window may go on words on the subject. seen, in which Mr. O'Brien's announcement is seen upon the side of a barn, standing by a rail-road track. This picture is a remarkably well rendered piece of black and white work.—

Painting & Decorating. rors. Nothing can be more effective or give more light, and at the same time do away with msy draping to hide the wooden backs or ons. For artificial light of course electric lamps are by far the best and safest, but when Is there any longer a shadow of doubt as to these cannot be had, there are many covered he trade bringing potentiality of a dressed lamps that are very effective.

As a rule, windows are overcrowded and vari ous classes of goods are indiscriminately mixed We consider the storekeeper's window his cheapest advertisement. In his window he can is unable to grasp any particular object shown

advertising that never would materialize were it not for the show; justas the huckster creates an appetite that never would have been developed were it not for the polishing of his red-ripe apples.

The style of window is the first thing to consider. In this connection we may say that it is one of the requisites of a good trade, where there is any sort of intelligent competition, that there is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, that there here is any sort of intelligent competition, the window must be dressed with seasonable goods.

Execut license keeps out no one.) It is a drain and an expense from which the bill poster gets no benefit. The man who contemplates getting a license ordinance which the bill poster gets no benefit. The man who contemplates getting a license ordinance properties in their original purpose. To do this the goods displayed must be of such a character as will appeal and the will benefit his business far more if he will devote the amount of the license to improve the advertiser unless it also pays and no advertise which the bill poster gets no benefit. The man who contemplates getting a license ordinance properties in the will benefit his business far more if he will devote the amount of the license here in one.) It i

Again no bill posters license can be drawn in such a manner as to give him a monopoly and

Now, if you could secure portraits of the leading members of the troupe and place them in your window, people would feel grateful to you.

The general supersymble comes from window. mitting others, can prevent him from doing his

own business.

A stringent license law is absurd. If the distribution of circulars should be prohibited except by licensed distributors, it would compel every newspaper in the city where such law obtained to take out a license or pay tribute (black-mail I was going to say) to the licensed distributor, because every business announcement in the newspaper is in its nature a circular. To go further, the stringent law, which Peter Smith of Blankville had passed, must, to be any good for any protection, prohibit the painting, posting tacking or nailing of any bill or sign by anyone except the licensed bill poster. Such a law is ridiculous; if Squills wants a new sign on his drug-store, he must, under this law, employ Smith The only license law which can be enforced is

one, leaving people free to do all their own advertising if they like, imposing a tax on anyone or any company engaging in the bill posting or distributing business, and my contention is that far more protection is gained by devoting the money which such a license would cost to imroving the service given the advertiser.

All the license laws in the world will not bring business, and without buisness there is nothing to pay license for.—No LICENSE.

### A PLEASED PATRON, ETC.

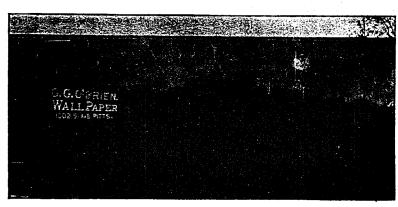
BROOKLYN, N. Y., Jan. 11, '96. Mr. James H. Hennegan,
Mgr Billboard Advertising,

Cincinnati, O.

Dear Sir—Glad I got there—didn't expect to come in first, second, third, and had my doubts about coming in fourth. I'm tickled. The ad in the December and January numbers is bring ing in excellent returns. Insert enclosed copy

Wishing you success, I am, yours truly,

To begin with, it is not a protection to pay a costs an immense amount of money to advertis



Adversising Stinks, Unraveled In this department dovertising problems will be solved, and all • kinds of publicity honestly criticised Conducted by W. CHANDLER STEWART.

> SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Philadelphia.

### INTRODUCTION.

FEBRUARY, 1896.

the best of my ability, any questions on the subject of advertising that readers of BILLBOARD

ADVERTISING may choose to ask me.
POSTERS, newspaper advertisements, circulary,

advertising. If many pedestrians pass waiting room, with benches, etc.; and would paper the walls with your old posters and street car cards, each one different. But the signs on both house and barn should be changed at the standard of the stan and barn should be changed, at the very least, every three months, and each time to get their patronage? the color of the background should be different, so that people will notice extra inducements to the merchants of of eye catchers. you have changed it. The reason that your town. Set up attractive advertise sign advertising does not pay certain com- ments for them, send them proofs, and plaining people is because the wording quote your lowest rates for their insertion and the colors of their signs are never in the next number of your paper. Pat changed, and, as you know, after you see them on the back in your local columns, the same thing a great number of times, and give their posters a nice reading you see it without seeing it. When you notice in your news columns. Thus you next change your signs, you might use will show the business men of your localsomething on this order: "The right ity that it takes all methods of advertising road to economical buying leads directly to build up a successful business. to Blank's Cash Store."

### POSTERS PAY M'CANN.

the resident part of the city, so of course, I can only cater to a neighborhood trade. How can I advertise my store? Newspapers will not pay me as only a very small part of their circulation reaches people in this one locality.

Answer: A recent number of Printers Ink tells of the success of a Bowery hat- ad

ter, M'Cann by name, who has success-The object of this department is to answer, to fully built up his business from one catering only to a small locality to a metropolitan trade by poster advertising.

in the service of advertising that readers of Billboards of the methods of obtaining profitable elevated railroad is the Tribune, whose terrail the problems and all other printed matter, will be frankly and honestly criticized for those who desire it, and any advertising problem will be cheerfully solved.

The publishers of Billboards of these posters, quoting the price of some special shoe bargain. Mr. M'Cann has this to acre paying me for this service in order that their readers may be served free of any expense; so don't he situe to call upon me early and often.

CHANGE COPY.

H. G. A. writes: I have hired a buildsing, about fifteen by thirty feet, (at a small rental) that was formerly used as a toll house and is situated on one end of the bridge that crosses the river here. The electric cars cross this bridge, and I swant of this house in order that they may be seen from the ear windows. What do you think of the scheme? Don't you think of the scheme? Don't you think it would draw trade to my store. I have also secured the end of a barn on

NEWSPAPERS SUPPORT POSTERS.

Publisher writes: I am the publisher of a "live" weekly in this locality, but the merchants patronize my columns but lightly; their appropriation being devoted to billboard advertising. What can I do

ni inspiration, telling its story at a glance. It is evident that the Journal not only knows how an adjunct of the regular Editorial Department, through which, for a fee, ranging from \$1 to \$10 according to the nature of the case and the labor involved, a subscriber to Business Liponation.

NEWSPAPERS SUPPORT POSTERS.

Publisher writes: I am the publisher to \$10 according to the nature of the case and the labor involved, a subscriber to \$Maintenance can obtain, by mail, with reasonable promptness, an answer to any question he has to propose relating to Business Practice, Office Routine, Bookkeeping, Higher Accounting, or Advertising.

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Publisher writes: I am the publisher to \$10 according to the nature of the case and the labor involved, a subscriber to \$Maintenance can obtain, by mail, with reasonable promptness, an answer to any question he has to propose relating to Business Practice, Office Routine, Bookkeeping, Higher Accounting, or Advertising.

NEWSPAPERS SUPPORT POSTERS.

Answer: My advice would be to offer

The great trouble is that newspape publishers realize the pulling powers of the circular and the poster, and use them B. K. writes: I have an "up-town" to such a great extent to push their own store; that is, my place of business is in business that they teach the general merchants, by their object lesson, that posters are a mighty good thing. Even the large city dailies resort exclusively to this method to boom circulation. Newspaper lent departments, among which are the follow-Maker tells the following story of the Riditorial Notes and Comments contains brief New York newspaper poster:

utilized circular boards on the elevated railroad stations, announcing the value of its want col-umns, and latterly the features of the succeeding interest outside of the stated departments.

who had not knowledge of the lact from practical examination of the paper. Then "art" posters of the Aubrey Beardsley type made themselves conspicuous in the Sun's interest. The picture of a sky-blue female walking up a scarlet pathway burnt itself into the brain like one of Edgar Saltus's "purple moments." It secured its chieft however, and at the same mediate interest for hydrage men. secured its object, however, and at the same time was admirable from a "Yellow Book" point

you think of the scheme? Don't you think it would draw trade to my store. I have also secured the end of a barn on the main road that has to be traversed by everybody coming into town from the country back of us. I had painted on it, "Why Not go to Blank's Cash Store? He Buys Everything; He Sells Everything."

Answer: Putting your sign on the Bowery for years, and left a fortune of a million dollars made in retailing hats"

In addition to this sign the Journal is using a smaller poster on which are represented two arms terminating in gloved hands. One of these hands is holding a newly bought Journal, while the other is dropping a cent into the ungloved hand of the newsdealer of whom the arm alone is shown in the drawing. This simple design implies that the character of the Journal is using a maller poster on which are represented two arms terminating in gloved hands. One of these hands is holding a newly bought Journal, while the other is dropping a cent into the ungloved hand of the newsdealer of whom the arm alone is shown in the drawing. This simple design implies that the character of the Journal is using a find addition to this sign the Journal is using a smaller poster on which are represented two arms terminating in gloved hands. One of these hands is holding a newly bought Journal, while the other is dropping a cent into the ungloved hands is holding a newly bought Journal, while the other is dropping a cent into the ungloved hands is holding a newly bought Journal, while the other is dropping a cent into the ungloved hands in the least on advantage of whom the arm alone is shown in the drawing. This simple design implies that the character of the Journal is using a find two first least two the Institute of Accounts, and the new fellow of the Institute of Accounts, and the new fellow of the Institute of Accounts, and the new fellow of the Institute of Accounts, and the new fellow of the Institute of Accounts, and the new fellow of the Institute of Accounts, and the new fellow of the Institute of Account

# **Business**

### The Office Paper

Including practical accounting and mirror o dvertising, monthly, 40 to 60 pages, 9 x 13 inches ed. \$2a year.

BUSINESS includes in its field all Office Sub tising, and incidentally upon Finance, Manufact uring, Transportation and Commerce,

DEPARTMENTS. Its monthly work is subdivided into conve

reviews and discussions of current events, with

There is interesting competition among the New York dailies in the matter of billboard advertising. For some years the World has

Articles by prominent, writers are presented

Office Mail Bag contains selections from the Next the Sun took up the same line of advertising. Through this means it's "If you see it in the Sun, it's so" became familiar to Gothamites who had not knowledge of the fact from practice. It presents Questions and Answho had not knowledge of the fact from practice. It presents Questions and Answho had not knowledge of the fact from practice. It presents Questions and Answers, together with narratives of experience in

mediate interest for business men. Gleanings from the Press presents short arti-

of view. This has been followed by others less cles and extracts from the trade, technical and "decadent" in their conception but equally admirable from an "advanced art" standpoint.

Then the Times, apparently emulating the example of its contemporaries, began putting out posters. It contents itself, as a rule, with announcing Sunday features in a conservative mediate bearing upon business interests.

Att and Province of Advanced interests in the stand of the mediate bearing upon business interests.

manner.

The last appearance on the billboards of the clevated railroad is the Tribune, whose terra-

other words, even the great metropolitan papers recognize the poster as the king of eye catchers.

W. CHANDLER STEWART.

W. CHANDLER STEWART.

BUSINESS BOOK CLUB.

Another agency for the special use of subscribers to Business is the Business Book Club, through which works on Accounting, Business Science, Finance and Avertising, as well as technical books in general, are supplied at a discount from publishers' prices. Membership tickets, good for one year, and renewable at expiration, are issued entitling the subscriber to 10 per cent. off on orders of one dollar up to ten dollars, and is per cent. off on orders of one dollars and upward.

RECH VERBLY SUBSCRIBED EACH YEARLY SUBSCRIBER

to Business is constituted a member of the Bureau of Business Information, without the payment of membership fee, and is entitled to the use of its facilities at net cost.

A membership card in the Business Book Club is issued to each subscriber to Business, good for the term for which the subscription is paid, and renewable therewith.

renewable therewith.

Rach subscriber to Business is also entitled to receive, without extra charge, the "Mirror of Advertising" and "Practical Accounting," which are complete papers in themselves.

The subscription price to Business (including membership in the Bureau of Business Information, and Business Book Club, and including also Mirror of Advertising and Practical Accounting) is \$2 a year, payable in advance. Single copies

Postage is prepaid by the publishers for all subscription in the United States, Canada and Mexico. For all other countries in the Postal Union subscribers must add a syear. Remittances should be sent by Check, Draft, Express Order, or Postal Order, payable to the Kittredge Company. Cash remittances are at the risk of the sender unless transmitted by Express or in Registered Letters.

Address all Communications to

KITTEEDGE COMPANY, Publishers of Business,

- 13 Astor Place, New York.

# Billboard Advertising

PUBLISHED MONTHLY AT st Eighth Street, Cincinnati, O.,

BILLBOARD ADVERTISING CO. JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uni-form rate of twenty-five cents per agate line, ates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Eschange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited unasurerist.

manuscript.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnate Ohio, Post Office, June 29th, 1895.

FEBRUARY 1, 1896.

ADVERTISERS who are now using the billboards, and those who contemplate a ers and bill posters in general, to give the than embrace another medium. However, tion than this acknowledgment upon the around that President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell, that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell, that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell, that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowing resolution at the Bill Posters' Convenience of the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that it has alfollowed the part of President Campbell that i Advertising firms, and especially show- Cleveland next July, all of the mistakes men, will do well to make due allowance of the recent meeting will be undone. for the fact, that it was in no sense a rep- and that thenceforth the organization resentative gathering of bill posters, or will be conducted on broad and liberal indeed, of the members of the Associated lines. Bill Posters' Association, for the organization boasts of many men of brains and ability. These latter, unfortunately, were in the minority at the Cincinnati meeting, otherwise, the hasty, ill-advised and un- promise of relief from an entirely different wise action taken, might have been avoided. It might be well to suspend ac- Association is an organization formed tion entirely, until the cooler, thinking with an object, and that object is the men have had an opportunity of express- elevation and improvement of bill posting. ing themselves.

half a dozen that are not his superior in and best means of helping the individual, of his pocket.

and fear of his subjects. Riches, rapidly important cities before the year is out. acquired, and opposition absolutely eliminsted, are promised them through associated effort, and despite the fact, that he has fed them on this pap for over half of Ident of the Associated Bill Posters' a decade, he still finds it an effective bribe. The wealth has not materialized, and not \* \*

IT is not surprising under these condiless read the proceedings of the Associated long since. It can only be accounted for by the supposition, that on the one hand, no little supposition. We make the proceedings of the Association convention with the American by the supposition, that on the one hand, no little supposition. We make the proceedings of the Association member to post part of the billing, which they have this identical opposition firm.—EDITOR.) no little surprise. We would gladly have | cool headed and liberal members of the suppressed the account of the unwise and Association have discerned the possibli- and as they have never charged Liggett tactless action taken, were it not for the ties for good which the organization & Meyers but three cents per sheet per fact, that it has become plainly evident of affords, and are biding their time in hopes week, which is regular, and have always late that the organization is dominated of ultimately shaking off the yoke they by narrowness and prejudice to such an are now bearing; or on the other hand, extent that nothing but the most thorough that the poster yields such satisfactory ventilation and open discussion will ever and prompt results, that some advertisers set it free: It will be seen therefore, that are willing to put up with discourtesy, though the task is far from inviting, we and the many other flagrant evils and is proprietor. Probably no higher comare compelled, in the interest of advertis- abuses which they now encounter, rather pliment could be paid the new organizaers and bill posters in general, to give the than embrace another medium. However, tion than this acknowledgment upon the

THAT failing, however, we are glad to inform members of the craft and billboard advertisers generally, that there is great work to Mr. Schaefer. source. The Inter-State Bill Posters' conserve besides those of the bill poster. STRANGELY enough, the deplorable and its cardinal principle is "guaranteed state of affairs which now obtains in the service at equitable prices." Any bill able to fight its own battles, but evidently Association, is largely due to the personal poster of good character and recognized prefers the less expensive plan of having ambition of one man, who, with the ex- standing is eligible for membership, as the other members of the A. B. P. A. fight ception of a brief interval of some six are also poster printers, solicitors and them.

It will cost the other members of the months, has been able to control every advertising agents. Its efforts will be Association in rough figures, eighteen movement and action of the organization directed toward popularizing the poster, thousand dollars, if they should all refuse during its entire existence of five years, and not to advancing the private ambi- this work at the president's solicitation, Autocratic as a czar, intolerant as a bigot, tions of any one member, or clique of for Liggett & Meyers have prepared to he yet rules with a rod of iron, a body of members. The broad and liberal men cover the whole country for six months, members. The broad and liberal men But that cuts no figure with the president,

judgment and business acumen. His is by benefitting the craft at large. Though Now there are not many members that appeals which he makes to the cupidity to have equally as many representatives in or his private interests.

### The Boycott.

one single opposition firm has been cut of the Associated Bill Posters' Association and that when called upon to produce, out, but the boss is established in the by the president of that organization, call- that he backed right down. "Hote" metropolis, a monoply of all commissions ing attention to a certain resolution, the didn't though. He paid his, possibly is almost within his grasp. He's all right. gist of which is a bluff at coercing circus that's why the president was instrumental men. The letter also contains the fol- in having him removed from membership. lowing paragraph.

tions that the Associated Bill Posters to post Liggett & Meyers' 8-sheet "Sweet as some one else foots the bills. His pre-Association has failed to accomplish any

Moments' Cigarette bill (until they recognite tense of acting on behalf of, and in the nize the Associated Bill Posters' Association has failed to accomplish any real good. Indeed, the only wonder is tion members,) for the reason that they parent that most of the members are that the one or the other, that is, the have given the opposition company quietly laughing in their sleeves. Association or the business of bill posting iu Chicago the "bill," and they cannot trial of this form of publicity, will doubt in general, has not been utterly killed give them a satisfactory showing with-

"I enclose you one of our members lists ber feels that Liggett & Meyers are wrong in ignoring them."

The opposition firm referred to in the foregoing is The Chicago Bill Posting Co. of which P. F. Schaefer, president of the new Inter-State Bill Posters' Association, ready caused him to yell "help."

The facts in the case are, however, that the Liggett & Mevers Co. are entirely right in the matter.

They have used the American Bill Posting Co. in the past, but recently determined that they were not receiving the service that they had contracted and paid for, and consequently made the change referred to, giving all of their Chicago

Hence, Mr. Campbell, (as president of the A.R.P. A.) asks all members to come to his aid and help him to coerce Ligget & Meyers into accepting a service which is not satisfactory to them.

It must be borne in mind that Mr. Camp-It recognizes that there are interests to bell is also president and manager of the company which poses as the aggrieved member.

This company is a wealthy one, amply

men, of whom there is scarcely more than who are pushing it, believe that the surest especially as long as none of it comes out and carnestness he manifested on the license

strength though, partially due to appre- young, its growth has been wonderful. will pay any attention to the communicaciation of his splendid efforts in organizing the Association, and a deep knowledge for membership in six months. The new in full and promptly for services rendof parliamentary proceedings, which he organization had the same number in ered, are of far more importance and affects, still, lies mainly in the ingenious January alone. Furthermore it bids fair consideration to them, than the president

Some of them are unkind enough, too, to ask when he ever refused work under similar circumstances. It was not the Barnum Show work last year, yet they patronized non-association members whenever and wherever necessary.

Some people say, too, that a certain high official subscribed five hundred Letters are being sent out to members dollars to support the New York office,

The general impression prevails that "I hereby notify and request you not the president is a great scrapper, so long

( We have actual knowledge of numer-

### CIRCUS MEN.

### Convention of the Protective League of American Showmen.

occurred at the Hotel Emery, January 7 and 8, was uneventful. Many of the bill posters who had attended the meeting at the Grand Hotel the day before remained over in order to shake hands with the showmen. On this account the preliminary session was given over to the discussion of two special subjects of mutual interest to bill posters and showmen. It had been noised ion, viz:

"Resolved, That the secretary of the Associated Bill Posters' Association notify all advertisers solicitors of advertising and Circus Pro the full membership of this Association and request that they use the members of the Associa-tion in all cities where there is one, and all members are requested to notify by telegraph the president

Consequently the following questions were offered for debate: I—Why should bill posters charge circuses higher than regular rates? 2-What retaliatory measures are contemplated by the Association in instances where showmen patronize independent or so-called opposition

Mr. Campbell spoke first on behalf of the bill were contemplated by the Association. He was followed by Messrs. Tyner, McAllister and Leonard, the latter meeting the issue fairly and squarely and making many friends by his bold, frank and outspoken remarks.

A. S. Kohlund, Ephraim Sells and John F.

Robinson responded on behalf of the showmen.
The following Committee on License was appointed the following day, vis: Geo.M. Leonard Harry Stoops, Mike Breslauer, Junius Garlick Jas. A. Curran, Geo. P. McLain, Martin Dooley, Ed. Heverin. Wm. H. Donaldson was appointed chairman and Mr. P. F. Schaefer of the Chicago Bill Posting Co., secretary.

Mr. J. R. Williams, of the Gunning Co., of

Chicago, was elected Chairman of the Board of Directors.

Mr. W. H. Walker, of Detroit, was elected

Mr. Schaefer made many friends by the seal

### Common Sense.

FEBRUARY, 1896.

The ostrich hides his head when pursued and brought to bay, and thinks that largely given over to furthering personal bership. by so doing he is protected from all dan- ambitions, airing private grievances and

either actual or prospective, and ostrichlike they have huddled themselves to the would-be modern Moses, who is gether in an association, thinking thereby to protect themselves by concealing their wilderness. True, he has brought them heads under the cloak of the Association within sight of the promised land, but is at the member from that city. Motion carried, while leaving the most vulnerable part unterly unable to go further. Thank exposed to the attack

A few reasons will demonstrate the utter impossibility of any mere organization affording the protection promised.

First.-No boycott ever succeeded. The public despise it as a means and regard hose employing it as despicable.

Secondly.-A very large proportion of any membership, owing to principle or the lack of it (both are potent here) refuse to obey a boycott order, thus rendering it largely inoperative at the outset.

Thirdly.-The law guarantees that one may, with security, purchase his commodity where he pleases. That this commodity happens to be publicity matters not.

Fourthly.-If a man sustain damages by reason of a boycott order issued by an incorporated association, he can sue and recover damages from the association at

mands, they simply go ahead and bill the town or city without him. And if the association members were to refuse to bill the Barnum Show they realize that they would be losing all the money that the Barnum Show is willing to pay and in addition establishing a well-developed opposition in most cases

Unanswerable truths must be behind him who opposes his own judgment against the many, but, having those truths, he is a fool and coward if he is afraid to own it.

Our position in this matter has been far from popular. We have attacked the dearest idol of the Association, and every one knows that we have had the courage of our convictions, that we have spoken out in spite of popular clamor and attempted coercion....

We have seen the usefulness of the A B. P. A. hampered by the petty jealousies foolish individualism, and constant grinding of axes, which this "protective idea" fosters and encourages. We can see plainly that the Association will never

possess strength, influence or dignity Geo. Trask, Arcata, Cal.; Schwartz & Bachi until this false doctrine is rooted up. Prescott, A. T. Under the present regime, meetings are duly balloted on and declared elected to memfostering individual animosities. There

It is high time the members deposed him, gentlemen, and let him down easy, but let him down. And then never again let any one man dominate the Association.

Report of Sp cial Committees

In matter of application of Leal & Brown, of Livermore, Mr. Stilwell explained that the origiposters seems to be much the same. They are constantly pursued by opposition, either actual or reconstantly pursued by opposition, at large or the good of the Association.

Livermore, Mr. Stilwell explained that the original bill poster for that point is Mr. Spencer, a former member of this association who desires the Official Organ of this Association. ing claims between himself and Leal & Brown s adjusted by this Association.

Applications for membership

Chas. Lavansaler, (reinstatement) Napa, Cal Chris. Ulrich, Jacksonville, Ore.; F. Drake



### SPAULDING & GORDON.

Fifthly.—If they are not incorporated he can prosecute the members or any member thereof for conspiracy.

Resides all these, the most powerful reason of all is that good advertising mediums are plentiful, and no advertiser is compelled to use the boards if confronted with the slightest difficulty.

Circuses will bill a town whether the bill poster says they may or not. To quote examples which every one knows of is almost unnecessary, but if the protective feature of the A. P. B. A. is of the least value why were Miller Brothers, of Columbus the fit of the A. P. B. A. is of the least value why were Miller Brothers, of Columbus the fit of spiral their forms of the fit of the

### PACIFIC COAST BILL POSTERS.

The Association Holds its Ninth Annual Convention at San Francisco, January 7th. Proceedings of the Meeting.

Pursuant to call of the President, the Pacific Coast Bill Posters assembled in annual conven

tion at 1 P. M., January 7th, 1896.
On Roll call the following cities were repre sented by bill posters: Cal. Ad-signs Co., Messrs. Owens & Simpson

San Francisco: Al. Stilwell, Oakland: Geo. P. McLain, Los Angeles; W. H. Lee, Santa Rosa, C. Lavansaler, Napa City; M. D. Neild, Vallejo; W. A. Caswell, Sacramento; E. Deitz, W. land: W. R. Daunt, Modesto. The following officers were noted present:

President, G. P. McLain; Vice-President, Al. Stilwell; Secretary, Arthur M. Plato; Treasurer, W. H. Lee.

. n. t.ee. Minutes of previous meeting were then reac and on motion approved and adopted. Reports of Standing Committees: Executive Committee report having passed or

elected to membership:

A. R. Moore, Santa Clara, Cal.; W. Buck,
Wheatland, Cal.; C. H. Lillibridge, Auburn, Cal.;

the following applications during the year and

endleton,Ore. Spaulding & Gordon, Boise City,

Secretary read letters from the managers of ia Theatre, Grovers' Alcazar and The Orpheum, extending to the convention, the courtesies of admission to their respective houses in preference to *The Bill Poster*. If they don't

Members in good standing last meeting, 50 Applications approved during the year, 6

Complaint having been filed against member W. J. Stafford by Mr. Scott, of the Evans Chemiferred to a committee on investigation, said committee to be appointed by the chair. No com

inations and election of officers being declared in order, action thereon resulted in the selection of the following named gentlemen to ing year

President, W. H. Lee, Santa Rosa, Cal. Vice-Pres, C. Lavansaler, Napa City, Cal. Secretary, G. P. McLain, Los Angeles, Cal. Treasurer, W. A. Caswell. Sacramento, Cal. Advertising Contractor, Arthur M. Plato, of San Francisco, Cal.

On behalf of the Association, Mr. Plato presented the retiring President with a handsome cane made from the wood of Admiral Farragut's Flagship, "Hartford." The cane was suitably inscribed in silver mountings, and was tendered as an especial mark of approbation, in recogni-tion of President McLain's services to the Association. The cane was donated by Mr. M. D. Neild, of Vallejo, who vouches for its authentici-ty, and being himself a mariner in earlier days is conscious of the patriotic reminiscences which cluster about the ship from which the cane was

The retiring officer duly installed the officerselect, and the business was proceeded with.

On motion, the association presented the retiring secretary with the sum of twenty dollars, in consideration of services rendered during the year and, on motion, warrant was ordered drawn for the amount.
... Several hours were then spent in discussing

matters pertaining to the future welfare of the members and the betterment of the business, ill present participating.

There being no further busin ion adjourned, subject to the call of the presi-

> Respectfully submitted ARTHUR M. PLATO. Acting Secretary for the Session

collection of advertisements submitted to The Inland Printer in the contest for prizes offered by the Riverside Paper Co. for the best adverisement for their Magna Charta Bond.

This book should be in every printing office in the land, and no one interested in advertising should be without it. The price is 50c. Sent on receipt of price by the Inland Printer Company,

### PUBLISHERS' CORNER.

This edition of BILLBOARD ADVERTISING consists of 25,000 copies, and we record with pride the largest number of paid subscriptions for the month of January that we have ever enjoyed in any previous month of our existence. BILLBOARD ADVERTISING is established, firmly and solidly established.

### 9 9 9 9

Pendleton, Ore. Spaulding & Gordon, Boise City, Idaho. C. W. Bigham, Corvallis, Ore.

On motion, there appearing no good reason why these applicants should not be received, on ballot being taken all were declared elected to membership in this Association.

Secretary here gave a synopsis of all correspondence through his office during the year, pertaining to the affairs of members, covering complaints, changes of firms, transfers, opposition, disputes, etc., detailing his action in the several matters, and submittting such items as call for the action of this body, to be considered under the head of new business.

Secretary read letters from the managers of

If anyone wants all the news; if they want uncourtesses of admission to their respective nouses during the stay of the members in the city. On the motion, secretary was instructed to express the thanks of this convention to each for the courtesies so cordially extended.

Secretary submits report as follows:

Members in good standing last meeting.

### 3 5 8 8

Applications approved during the year,
Committee report having passed on gapplications during the year and that the applicants be declared embership:
ore, Santa Clara, Cal.; W. Buck,
Cal.; C. H. Lillibridge, Auburn, Cal.;

Applications approved during the year,
Treasurer's reports were submitted to Finance large as the initial edition which went out in '94.
Under the circumstances we feel sure that many will pardon us for believing that our methods and our policy in the conduct of the paper, having proved during the year,

Our issue this month is almost twelve times as large as the initial edition which went out in '94.
Under the circumstances we feel sure that many will pardon us for believing that our methods and our policy in the conduct of the paper, having proved during the year,

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FEBRUARY, 1896.

### FAIR NOTES

Secretaries of fairs should at once sen their dates and rosters for publication.

The fair associations are holding meetings now. If they will send in reports of these meetings, much benefit will result.

BILLBOARD ADVERTISING reaches th Secretary of every fair in the United States and in many instances the other

Secretaries, are you interested in what the other fellows did at their meetings? They feel as you do. Send along your

The South Dakota Board of Agriculture met January 14th to select a location for the State Fair. Mitchell, Yankton and Aberdeen are candidates. At least \$1,000 in cash, the necessary buildings and grounds and the printing for the fair must be guaranteed by the successful candidate. After serving one year as a candidate. After serving one year as a member of the board, W. D. Russell has just discovered that he is not eligible to

The Ellendale, Fair to be held at Curdsville, Ky. this year, is in the market for new schemes for advertising. They are progressive folks out there, and this fair last year achieved the distinction of being the best fair held in Western Kentucky, it attendance, in interest and financially. This yeary pleasing result was obtained by This very pleasing result was obtained by generous and judicious use of printer's ink. They are coming stronger this year, and want the latest and best advertising that they can secure.

The secretary is R. T. Smith, and may be addressed at Sorgho, Ky.

At the meeting of the Eastern and Western Fair Association, in Chicago, the dates for holding the fairs of the several States were fixed as follows: New York, August 19 to 24; Nebraska, August 31 to September 5; Iowa. September 7 to 12; Michigan, same dates; Minnesota, September 14 to 19; Indiana, same dates; Wisconsin, September 21 to 26; Illinois, September 28 to October 3; St. Louis, October 5 to 10.

Secretary W. C. Shepherd, of the But-ler County Agricultural Society, has sub-mitted his annual report. It shows for the last Butler County Fair, a deficiency of \$2,459.69. The Board has received the ultimatum of the County Commissioners, which is that they will not be allowed to raise any more money on the property of the Agricultural Society.

The newly elected directors of the Osh kosh Fair Association held a brief but important meeting at Oshkosh, Wis., December 11. All the members were sent, as follows: Gabe Bouck, D. W. Rowlands, F. C. Schneider, J. A. Froeh-lich, Wm. Glatz, Thos. Spalding, W. J. Hay, Clyde Buckstaff, Chas. Rundle, J. N. Hoaglin, John Davis, George Hilton, John Laabs, C. E. Angell, and Daniel

Some miscellaneous business was trans-Some miscellaneous business was transacted and before adjourning the directors discussed the dates for the Summer Race Meeting and the Fair for 1896, and ended by fixing upon July 1, 2, 3 and 4 for the Summer Meeting, and Sept. 14 to 18 inclusive for the Fair. These dates were considered as probably the most desirable, and by announcing their choice early other track and fair associations in the state are likely to refrain from selecting the same.

Fully 7,000 people passed through the gates December 16th, the opening day of Oakland's First Industrial Exposition, and that in spite of the disagreeable drizzling rain that commenced soon after the doors were thrown open and continued doors were thrown open and continued seel into the night, and all expressed surprise and pleasure at the number and quality of exhibits of home manufactured

### LIST OF FAIRS. 1896.

Copyright 1896

### ILLINOIS.

watseka. Iroquois Co. Agricultural Associatio. Fair, Sept 7-17. H C Lovett, President; L l Watson, Secretary

### INDIANA.

Bainbridge. Aug 3-7
Bloomington. Aug 10-14
Crawfordsville. Sept 7-11
Frankfort. Aug 32-28
Indianapolis. Sept 14-28
Kendallville, Sept. 28. Oct. 2. Nathan Roberts'
Pres.; John Mitchell, Treas.; J. S. Conlogue,
Secy.
Lafayette. Aug 31-Sept.4
Lebanon, Aug 17-21
Paoli, Sept. 9-12. A W. Brown, Pres't; H F
Davidson, Secy; S S McIntosh, Treas
Sheridan. Aug 10-14

Columbus Junction, District Fair, Aug. 25-29.

R F Mc onnell, Secretary
National. Clayton Co. Agricultural Society Fair,
Sept. 8-11. J C Hempel, Secy, Elkander, Ia.
Waukon. Allamkee Fair, Sept. 22-25. C M
Bowman, Pres't; Capt. Wm S Hart, Secy

MAINE

### MARYLAND.

Talbot Co Fair Association, Great Shore Fair, Sept. 15-18. Jos. B Har-Pres't; M M Higgins, Secy

### MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Bainstable Co. Agricultural Society Fair, Sept 8-10. Henry M Hutchings, Sec'y South Lancaster. Worcester Rast Agricultural Society Fair, Sept 10-11. John E Thayer, Fres t, Lancaster, Mass; W A Kilbourn, Sec'y, South Lancaster, Mass; Lucius Field, Treas, Clinton; Mass

### MISSOURI.

Kahoka. Clark Co Agricultural and Mechanical
Association Fair, Sept 1-3. W M Boulware,
Prest; Joseph Vandolah, Secy
Trenton. N M C A I Ass'n Fair, Sept 15-18 G
W Smith, Prest; W E Austin, Treas; Peter H
Vakey, Sector 18

### NEW YORK.

lbion. Orleans Co Fair, Sept 17-19. E A Row-ley, Pres't; L H Beach, Sec'y; A W Barnett, Treas ea. Dryden Fair, Sept 22-24 S G Luptor s't; J B Wilson, Sec'y ra. Chemung Co Fair, Aug 31, Sept 4 nik Cassada, Pres't; Geo McCann, Sec'y

Frank Cassada, Prest; Geo McCann, Secy, B. J. Young, Treas
Jamestown. Warren Co Fair, Sept 15-18
Lowville. Lewis Co Agricultural Association
Fair, Sept 15-18 W J Milligan, Secy and Treas
Schoharie: Schoharie Agricultural Society Fair
Sept 28-30. Daniel W Jenkins, Prest; J J
Becker, Treas; Frank K Grant, Secy

### OHIO.

Caufield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio Kenton. Hardin Co Fair, Oct6-9, A M Reid, Sec'y Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y

### PENNSYLVANIA.

town. Keystone Co Agl & Hor Soc Fair, 5-9 Jacob R Heffner, Pres't, Monterey, Pa Warner, Treas; J P Hines, Sec'y boro: Mercer Co Agr Soc Fair, Sept 22-24 McClure, Prest, Sandy Lake, Pa; R P in Treas; J P Hines. Sec'y

### TENNESSEE.

ıbia. Columbia Fair Association Fair, Oo W P Waldrige. Pres't: J J Fleming, Trea. Thomes' Sec'y, Hurricane Switch, Tenn

### VERMONT.

Branuou. Branuou. 16-17
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24
J E Montague. Pres't; H C Lockwood, Treas;
John S Raton. Sec'y.
Waterbury. Winooski Valley Agricultural As
sociation, Sept 8-10, E G Hooker, Sec'y

### WEST VIRGINIA.

### WISCONSIN.

ashland. Ashland Co Agricultüral Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Wat-son, Treas; R F Spencer, Sec'y Darlington, Aug 26-29. James Haskin, Pres't. David Schreeter, Treas; Geo F West, Sec'y Milwaukee. Wisconsin State Fair, Sept 21-26 T J Fleming, Sec'y, Madison, Wis ing. June 25-28 Fair and Exposition. Sept o-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec y.

### Poultry Shows.

NOTE -Unless given, the secretary's address

DISTRICT OF COLUMBIA.

### NEW YORK.

New York Poultry and Pigeon Association son Square Garden, New York City. H V ford, sec'y, Montclair, N J. Feb. 1-6. Utica, Feb. 9-13, D. A. Carter, sec'y.

### Conventions, etc.

St. Paul, Minn. G. A. R. Rennion, Sept. 2-5. St. Louis, Mo. National Republican Convention. June 16. Phænix, Ariz. Spring Carnival, Feb. 17-22. Jacksonville, Fla. National Educational Association convention, Feb. 17-20. Ionia, Mich. Christian Endeavor Union, State convention, April 1-3.

Minneapolis, Minn. K. of P. Convention, Aug. 21-Sept. 5 Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5
Grand Rapids. Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.
Santa Cruz. Cal. Water Carnival, June.
Minneapolis, Minn. American Philatelic Asso-

Minneapolis, Minn. American Philatelic Asso-ciation, Aug.
New London, Conn. Celebration of New Lon-don's 250th Anniversary, May 6-7.
Johnstown, Pa. Firemen's State Convention, October, 1896.
Pittsburgh, Pa. National Prohibition Conven-tion, May 27.
Lockport, N. Y. Firemen's State Convention, August.

Buffalo, N. Y. National Educational Association Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G. A. R., April 21.
Council Buffs, Ia. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.
Milwaukee, Wis. National Republican League Convention in August.

Convention in August.
hicago, Ill. National Democratic Convention,

July 7.
Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.
Richmond, Va. United Confederate Veterans Reunion, June 30, July 2.
St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20, Philadelphia, Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y.
Lansing, Mich. High Court Independent Order of Foresters, Annual Session, Feb. 25-27.
Boston, Mass. Bench Show New England Kennel Club, April 20-23.
Canandaigua, N. V. State Convention Knights of Pythias, July, 1896.

### Expositions.

Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St Louis Mo. 1896. Indefinite. Baltimore, Md. 1896. Indefinite Dallas, Tex. 1896. Oct. 12 to Nov. 15. Cleveland, O. Centennial Exposition commen-

ces, July 22.

City of Mexico. International Exposition, Dedication as a National Exhibit, Apr. Opens as an International Exposition. Sept. 15.

Paris, France. 1900. April 15 to Dec. 31 General offices, 26 Avenue de La Bourdonnais, Champ de Mars, Paris. M. Alfred Picard, Commissaire General. M. Henri thardon Secretaire General. 10hannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

THE

Babbitt Entry and Record System

Will interest the Secretary of snything.

From a Cat Show to a County Fair,

Because it is UP TO DATE. Designed 1896.

SEND FOR SAMPLE LEAVES.

ARTHUR BABBITT,

MADISON. WIS.

### The Hustler Advertising Go. Mailers and Distributors,

Office, 24 N. Miner St., Ft. Wayne, Ind. Prompt Service by Reliable Men.

### Booklets!

Have you seen the kind I write?

W. Chandler Stewart, 4114 Elm Ave.; Phila

### Iowa Advertising Co. ESTHERVILLE, IOWA.

all kinds of advertising and distributing Work done honestly and promptly.

Thibodaux La. - Population, 5,000.

THE LAFOURCHE ADVERTISING CO. City Bill Posters and Distributors,

Own and control 400 running feel of boards

.. A LITTLE JOURNAL OF ...

# ROFITABLE

# **DVERTISING**



Being an exponent of useful and unique ideas for those with wares to proclaim. Published with illustrations each month by Kate E. Griswold, from 13 School Street, in Boston Town. Subscription, \$1.00.

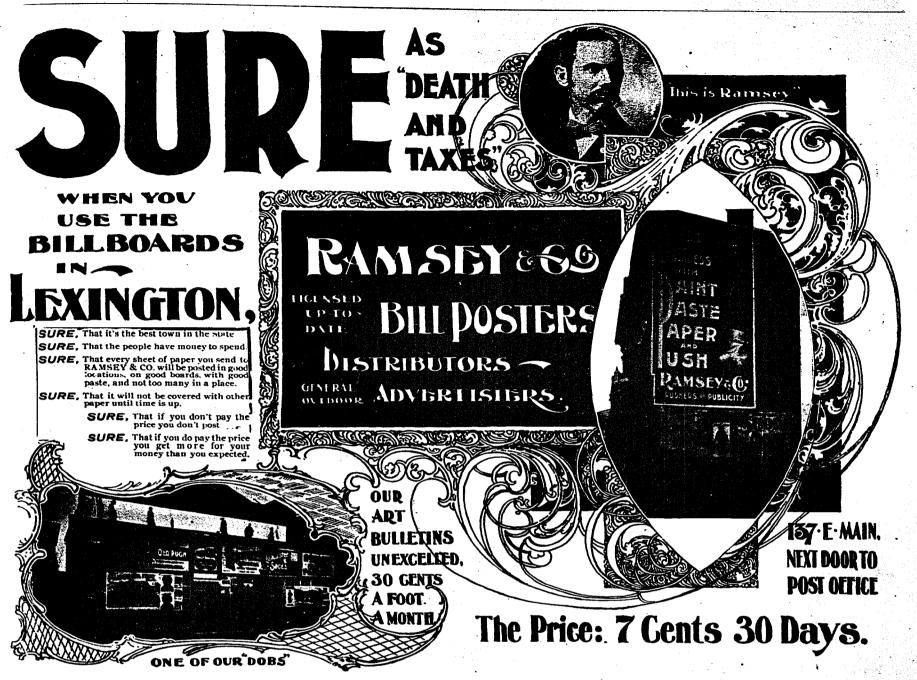
# Saratoga City Bill Posters

We own and control all bill boards in our city.

Commercial Posting and Distributing a Specialty.

For particulars address FRANK EDDY.

Write for Free Sample Copy.



# The Inter-state Guide—

PUBLISHED BY THE

Inter-state Bill Posters' Protective Association,

IS NOW READY FOR DISTRIBUTION.

CLARENCE E. RUNEY, Secretary,

WAUKEGAN, ILLINOIS,

Scale of Prices Adopted

for Listed. Protected

and Renewed. 30 DAYS' DISPLAY.

P. F. SCHAEFER. Presiden Chicago, Ills.
P. G. STOUT, 1st Vice Pres W. J. HORN, 2nd Vice Pres'

Springfield, 111. P. B. HABER, 3rd Vice Pre Fon du Lac. Wis. CHAS. C. MAXWELL, Tre

CLARENCE E RUNEY SA

Wankegan, III.

P.G. STOUT, D. SPENCER, A. H. CARNEGIE, F. P. MEYERS, L. E. TIEMANN, C. STARKS G. HEBERT, C. E. PERRY. A. D. GOODMANN, A. J. TURNER, C. H. GRIEBEL, L. ROLEY, TARRANT & KRONSHAGE, Milwaukee.—Attorneys—MAXWELL & MAXWELL, Lincoln CHAS. B. KITTREDGE, Waukegan—Travèling Inspectors—C. E. RUNEY, Waukegon.

Inter-State

**Protective** 

ADDRESS ALL CORRESPONDENCE TO THE SECRETARY.

SCLITHOGRAPHIC OR BLOCK ) THE LEADING SHOW PRINTERS

Hennegan & Co.

127 East Eighth St.

Cincinnati, O.

- Posters -

The kind that pays. Any Style. Any Size. Any Color.

Prices for Poster Work of any kind, either engraved or from type, given on application.



hennegan & Co. 127 East Eighth St.,

Cincinnati. O.

e Posters e

Newest Designs. Catchiest Ideas. Best Work. Lowest Prices.

Samples of some of our Stock Posters, Streamer Letters, Borders, etc., sent free on application.

"Say" Poster and Dodger. Red and Black. Copyright, Hennegan & Co.

Has the greatest invention of the age for Dressmakers, Furriers, Cloakmakers and Ladies' Tailors.

ANYONE CAN LEARN IT.

Agents wanted in every city and town in the United States, and our terms to Agents are more liberal by half than anything else they will find

BOISE CITY, IDAHO, POPULATION, 8,000.

FEBRUARY, 1896.

# SPAULDING & GORDON,

City Bill Posters \* Distributors.

**Posters** 

ARE everywhere adding neat little sums to their incomes by selling our commercial posters. We allow a commission of 20 per cent. on all orders, and it amounts to considerable in the course of of a week.

Many are making from \$20.00 to \$40.00 per week. J. M. Dishon, of Terre Haute, Ind., made \$47.00 commission on a single order, and the posting netted him \$135.00 more.

Let us send you a set of samples. They are free.

THE DONALDSON LITHO. CO.

Cincinnati, O.

PRICES:

3½x4½, . 3.25

Money

4x5. .

SEND

\$3.00

3.50

# "The Bill Poster"

A good

and

Cut.

•

PRICES:

2¼x3¼, . 2.65

2½x3½, . 2.75

Get a Good The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

HIGH-CLASS HAIF-Tone ENGRAVING.

# MONTANA 📾

Bill Posters' Association

C. A. HARNOIS, Helena, STATE CONTRACTOR FOR Bill Posting, Distributing, and

General Advertising. Ielena, Butte, Great Falls, Missoula,

Anaconda, Bozeman, Livingston, Billings, Deer Lodge.

HAGERSTOWN, MD. Population, 14,500. CLAYTON E. DOUB.

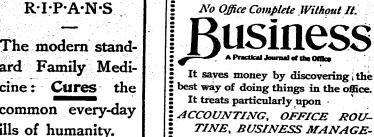
Distributor of Circulars and Sample Reference furnished.



We have more billing space that all other towns in Idaho put

The city is booming. Send on your paper.

References furnished.



TINE, BUSINESS MANAGE-MENT and ADVERTISING. and incidentally upon FINANCE. MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

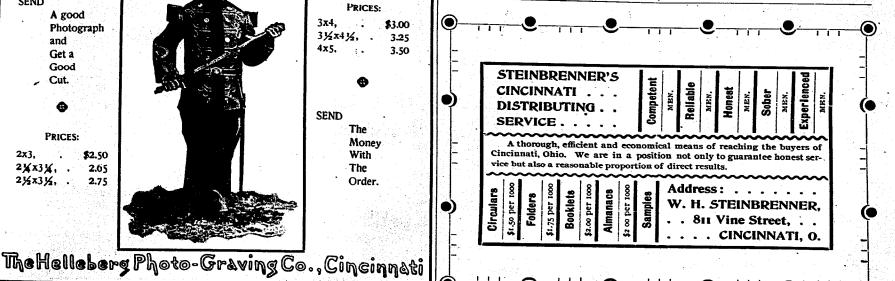
The stated departments of the paper include Office MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity: Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business manage

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, in cluding supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.



# **ELDER, JENKS & RABORG** 'Excelsior'



practical and reliable brush made.
Will not come apart.
Used and recommended by Barnum Forepaugh and the leading Circuses and Sill Posters throughout the United States and Canada. Size y inch.

Circus Paste

Price \$30.00 per doz. \$3.25 Each xtra Extra for Circuses. \$40.00 per Doz. \$4 00 Each. sent C. O. D. to all parts of LDER. JENKS & RABORG

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

# PerfectFittingPatterns

PRODUCED IN 15 MINUTES.

SEND FOR PRICES. WHOLESALE PRICES TO DRESSMAKERS.

Address for Particulars,

# THE DIXIE SYSTEM CO.

52, 53 and 54 Glenn Block.

CINCINNATI, OHIO.

1896.

### THE DONALDSON GUIDE

3d Edition now in process of compilation

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address. it gives his street address.
It gives the name of the distributer.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of their managers.
It gives the names of their managers.

It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics
It gives the names of the dramatic cor-

respondents. It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10½, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious

complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

by the publisher and can be had upon application.

It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, BLANKS and if accorded the support it deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who It will bring you business.

parties interested.

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who nee lit. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.



# I Am An Ad Writer

Because I have a brain trained for the business and really love the work.

I have no other "irons in the fire."

I know I turn out good work. because sensible business men who employ me say so. I want to write your ads because I am positive I can make them effective.

I am not boasting—simply claiming what I can prove. Will you put me to the test?

Two "ads," two dollars. Money back if I fail to

JED SCARBORO.

48 Arbuckle Building,

Brooklyn, N. Y.

ROOSEN INK WORKS,

ANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

66 - 68

JOHN STREET, BROOKLYN, N. Y.

CHEW GOOD TOBACCO. SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR. Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.
Sont by mail in near paper boxes, 1 lb., \$1.00; ½ lb., 500; ½ lb., 230.

IT'S AN ELECANT CHEW. FALLS CITY TOBACCO WOPKS, 117 & 119 Bullitt St., Louisville, Kg.

# Let's Get Acquainted? introduce us, but Don't forget to ask

about our CHINESE BLACK.

"Just for fun, you know-not business-for, of suited' and would not change your ink for your father." Yes, we know; sounds natural.

**Eagle Printing Ink & Color Works** 148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

# Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of adver-

Enables you to profit by the experiences-and adopt the methods of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and

Instructs you - and exemplifieshow to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price Now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.

When you write, mention Billboard Advertising.





We **Employ** Young Men

Young Ladies employed on the If boys or girls apply they must be well recorned. Write for particulars. ACME CYCLE COMPANY. ELKHART, IND.

Fr. Worth, Tex., Oct 10, 1895.

Acme Cycle Co., Elkhart, Ind.
DEAR SIRS:—My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel
Yours truly,
C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents. who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,

SETH BARTON.

WE HAVE NO ACENTS

HARRY E. STOOPS, Manager.

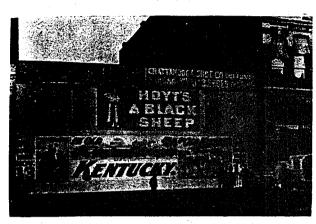
POPULATION, 50,000.

# Che Stoops Bill Posting and Advertising Co.

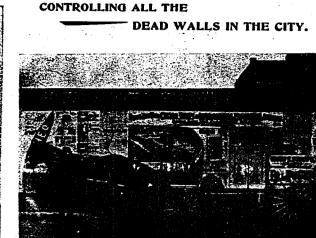
OWNING THE FINEST LINE OF

ESTABLISHED 1879.

BOARDS IN THE SOUTH.







# CHATTANOOGA, TENN.





















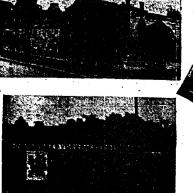


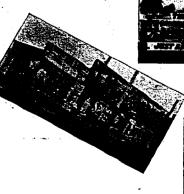








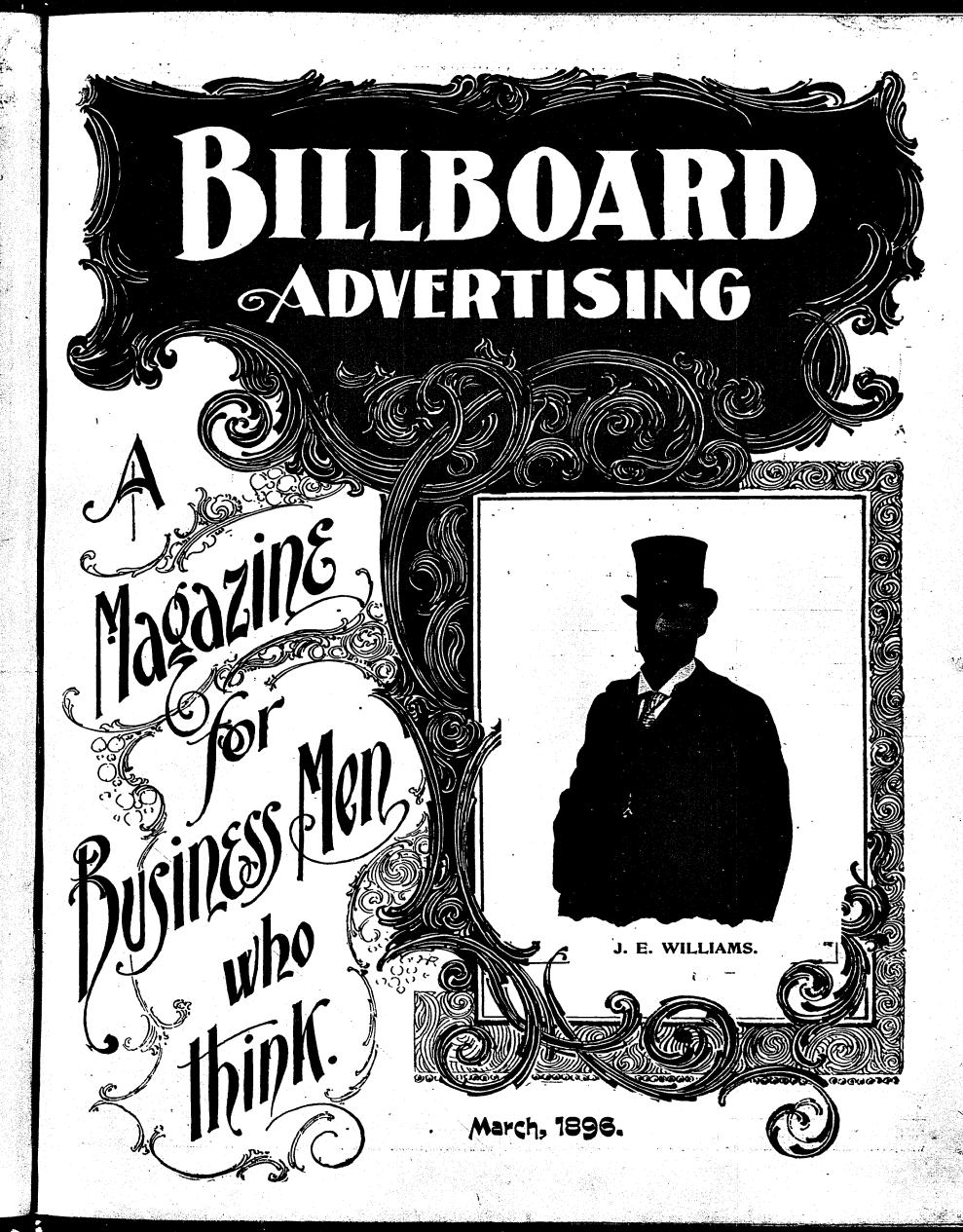






PUT CHATTANOOGA ON YOUR LIST.





### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this teathing, 35. for one insertion, 50. for three insertion, 50. for four insertions, \$1.00 for six insertions Larger cards, 10. per agate line

Winona, Minn., Henry Werner City Bill Poster a d Distributor.

Nanaimo, British Col. Pop. 7,000. A.: A. Davis owns and controls boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.

FORT WAYNE, IND. C. B. Woodworth,

Joliet, Ill., DeLong & Biederman Bill Posters and Distributors.

Albuquerque, N. M. Pop. 10.000.
The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing. Soone, Iowa, Population 9,000 J. J. Kirby, City Bill Poster and Distribut

Bethlehem. Pa., pop. 25,123, South and West Pa. Groman Bill Posting and Distributing Co.

DENVER, COLO.

The Curran Bill Posting & Distributing Co.
owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,600; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Delaware, O.
G. D. McGuire, 'ity Bill Pester, Distribute

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, D stributer and Baggage Transfer. Address 30 Mauchester st.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bil
Poster, Distributor. 24 So. Bow street. Sole
control of all bil boards in city and adjoin.
ing towns. 20 years' experience in this city
Baggage and scenery truck express. ja-12

New Hampton, Iowa, R. R. Garver, Bill Poster and Distributer, Circulars distributed in Northern Iowa. Honest work, "Reasonable Rates, Reference

Newport, Ky. G. H. Otting & Son Own and control all boards. Good Service

Palatka, Fla. Shelbyville, Ind. T. F. Chafee & Sen

South Framingham, Mass. W. H Trowbridge, Bill Poster. Five town

Waukegan, Ill. Waukegan, 111. G Runey & Son, Distributors. Bill Posters etc. (Circuit 18 towns ) Pop. 35.000. n

Tucson, Arizona, 2,000 ft. of boards wm. REID. Box. 148.

Springfield, Onio, H. H. Tyner Licensed City Bill, Poster and Distribute

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking, etc.; circulars mailed, or list of names of residents of St. Charles City and County furnished. Best C reference. J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40 000, Posters, Distributor and Tackers. We deall kinds of advertising & guarantee work Sions City Bill Posting and Advertising Co [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20.000 The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulleting and does distributing. Address ROBERT JAMIESON. Manager, P. O. Drawer 28

Western Bill Posting Co., Owners of all Advertising Spaces. Salt Lake City, Utah.

Wallace, Idaho, Coeur d'Alene Mines. J. C. Campbell. Bi Poster and Distributer. References.

Woodland, Cal.
Dietz and Glendenning, Bill Posters. 6no

### Classified Advertisements. Classified Advertisements

### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will re-zeive honest, reliable service from any firm or person whose advertisement appears in he following list. No advertisements receiv d from minors Beferences as to honesty and integr ty nust accompany all applications for space

acksonville, Ill., 807 S. Main S.t. Wm. Burke, member of and recommen by U.S. Dist. Bureau

Donat J. Lefebyre, Manchester. N. H., Box 483. Reliable Distributor of all Kinds of Advert sing Maifer.

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Boston. Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertising matter. Advertisers write at once. no Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cage and suburban towns

Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributer, Sampler and General Advertiser.

Convent, La.

Names of residents of St. James County furnished at reasonable nucles. F.V. Zoux. W. E. Patton, Corinth, Miss.

Detroit, Mich., Harry P. Merkle, Reliable Distributor and Sign Tacker, 21 W. Elizabeth Streef.

Dowagiac, Mich. 16 The Mich. Adv. Bure 81 Wm. J. Kryder. Pres

Easton, Md.

Fredonia, N. Y. John H. Case, Distributor. Box 1097.

Grand Rapids, Mich. George M. ix onard, Reliable Distribute

Ironton, Ohio.

Marinette, Wis. Meneminee, Mich. Pop. 15 312— Adjoining—Pop. 12.524

Pop. 15 312— Adjoining—Pop. 12.524

Wm. H. Earle, Mar nepte, Wis. Reliable

Milford, Mass. Edwin R Negus, Distributor.

Newport, Ky.
G. H. Otting & Son, Bill Posters and Distributors, 608 York Street. Nashville, Tennessee.

New Orleans, C. H Young & Co., 408 carondelet St. General Distributors. Unlimited reference Honest work. d4 Paterson, N. J., Population 98,000.
Abram H. Post. Distributor, 48 Hamburgh

Paducah, Kentucky.

H. JONEPH HARTH.

Bill Poster and Distributor. Member national Distributors Asi'n of N. A

Peru, Ind., C. W. Stutesman, Licensed City Bill 1 oster & Distributor. 13

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs acked, no Richmond Hill, L. I. Circulars distributed hor County by L. Bangert. L. honestly in Queens

Seranton, Lackawanna Co., Pa John H. Beltz & Sons, General Adver ising Agents, Write to us, 654 Deacon street Selkirk, Ohio. C. P. Rober s, Reliable Distributor.

Williamsport, Pa. S. M. Bond. Distributor.

Western Bill Pos'ing Co., General Distributers. Sait Lake ('ity, Utah When you write, mention Billboard Advertising.

### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$1.00 per year. Dis-play advertisements not exceeding 7 lines, 250, per line. "All advertisements amounting to \$1.50 and over include a year's subscription free.

rcher, Addison, 706 Girard Bldg., Philadelphi

Archier, Addison, 700 Grand Biog., Philadelphia, Pa.
Archibald, David B., 73 Nassau st., New York
City, N. Y.
Ascherfeld, Havre-de-grace, Md.
Bagley, F. B., 212 South 15th st., Philadelphia
Pa.
Ball, Burt, 314 Union Trust Bldg., St. Louis, Mo.
Battes, Charles Austin, 1413-1415 Vanderbiit Bldg.
New York, N. Y.

irless, C. J., Rose, N. Y. Busy Bee. 72 Adage. Boston, Mass

Busy Bee, 72 Adage. Boston, Mas. 4 ads and 4 cuts for \$1. Any line. 4 good on for grocers, with cuts, for \$1. Brown, H. P. Paulsboro, N. J. Carleton, R. S., New Haven, Conn. Coffrain, L. D., Adams & Co., Buffalo, N. Y. Cohen, O., 335 Forest Ave., New York, N. Y. Corbett, E. A., care Post, Boston, Mass. Crawford, O. W., Advertising Manager, Mason Temple, Chicago, Ills.
Curran, R. L., III West 34th st., New York, N. Y. David, C. F., 67 Milk st., Boston, Mass.

y, Chas. H., Whitneyville, Conn. , F. W., 155 Chambers st., Newburgh, N.Y Wolstan, 85 World Building, New York N. Y. drbanks, W. L., Box 857, Philadelphia, Pa. weler, Nath. C., Tribune Building, New York.

r, Frank Field, 13 School st., Boston, Mass. n, Manley L., Hilton, Hughes & Co., New York, N. Y. Herren, Jno. W., Norwich, Conn. Holmes, Henry, 17 Beekman st., New

rd, J. S., Plymouth, Wis. Hubbard, J. S., Plymouth, Wis.
Kahrs, Hy. 240 East 33rd st., New York, N. Y.
Kennedy, J. E., 421 B'd of Trade, Montreal, Can.
Kirkpatrick, W. B., 513 So. Shippen St., Lancaster, Pa.
Tewis, W. H., 111 Prospect Ave., Buffalo, F. Y.
Long, Jas. R., 449 Fifth St., Washington, D. C.
Manning, Ulyses G., South Bend, Ind.
Marsh, Chas. H., 915 Chamber of Commerce, Chicago, Ills.
Maston, Geo. W., Portsmonth, N. H.

cago, Ills.

Marston, Geo W., Portsmonth, N. H.

Mathews & Lewis, 501 Main st., Kansas City,
Mo.

Moses, Bert M., Box 283, Brooklyn, N. Y.

Newitt, J. C., Stimson Bldg, Los Angeles, Cal.

Quigg, Chas. J., Farmington, Me.

Patterson, Will J., 125½ W. 3d Los Angeles, Cal.

Paine, A. W., Traverse City, Mich.

Payne, Theo, B., 2519 Master st., Philadelphia,
Pa. The Adv. Dist. Bureau, posts and distri-butes bills, signs and circulats, and all classes of advertising matter. John R. Thompson. Manager. Box 118.

Pa. Scarboro, Jed. 48 Arbuckle Bildg, Brobklyn, N. Y. Smith, E. L. Codman Bildg., Boston, Mass. Smith, F. M. C., Equitable Bildg., Baltimore, Md. Smith, Chas. Hite, Knoxville, Tenn. Star Ad. Writing Bureau, Evening Star Bildg., Washington, D. C.
Spencer, C. H., Advocate Bildg., Newark, Ohio. Stewart, W. C., 414 Elm Ave., Philadelphia, Pa Stump, Frank V., Goshen, Ind.
Subers, J. H., 4 New Chambers st., New York, N. Y.

News Press, 114 Nassau st . New York City N. Y.
Wady, Clifton S., Room S1, 27 School st., Boston,
Ward, Artemas, Lincoln Bldg., Union Sq., N. Y.
Wasson, J. B., 270 W. 39th St., New York, N. Y.
Wheatley, E. A., Effective Advertising, N. Y.
Life Bldg., New York, N. Y.
Wheelock, E. J., 100 So. 10th St., Philadelphia.
Wilder & Co., 621 Market st., San Francisco, Cal.
Williams, R. L., Loan & Trust Building, Washington, D. C. ington, D. C.
inchester, H. Frank, 162 Ashfordst. Brooklyn,

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky.

### STREET CAR ADVERTISING

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$5.00 per year, Display 25 cents per line. devertisements amounting to \$1.50 and over, include a year's subscription free

George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City. Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway. New York City. Mark D. Batchelder Co.. 381/2 Ma. rietta Street, Atlanta, Ga.
Also Savannah, Ga., Charleston, S. C., Rich
mond, Va., Peoria, Ill., St. Joseph, Mo., Dubu

que, Ia. J. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building,

O. J. Mulford, Hammond Building, Detroit, Mich Western Adv. Co., 316 Union Trust Building St. Louis, Mo. Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st. New York City. M. Wineburgh \*r. Boston, Mass. M. Wineburgh \*r. Boston, Mass. M. Wineburgh \*r. Boston, Dallas, Tex The Acton-Burrows Co., Toronto, Ont.

When you write, mention Billboard Advertising.

### POSTER PRINTERS.

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$2.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.

Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, Jackson, Mich
Central Litho and Eng Co, 140 6th ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky,
Courier Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore The Donaldson Litho. Co., Cin'ti, O.

Richner & Co, Baltimore Empire Show Printing Co., 73-75 Plymouth Place, Chicago Forbes' Litho Co. 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco

Free Press Show Print., Detroit.
Fox. Richard K. Franklin and Dover, New York
Gribler Litho Co. Chicago. Gribler Litho Co. Chicago.
Gillin Show Print, 132 West 14th, New York
Goes' Litho Co. 140 Monroe, Chicago
Gt. Am. Eng & Print Co. 57 Beekman, New York
Great Western Printing Co. 511 Market, St Louis
Greve Litho Co. 7 The, Milwaukie, Wis
Haber, P. a., Fond-du-la-, Wis
Hasselman Printing Co., Indianapolis, Ind
Hastch, C R. & H. H., Nashville, Tsnn

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libble Show Print, Bos on, Eass. Lick Show Print, Fort Smith, Ark Liebler & Maass, 224 Centre, New York Mauberret's Printing House, New Orleans, La.

Mauberret's Printing House, New Orleans, La.
Metropolitan Printing Co., 222 W., 26th, New York
Miner Litho. Co. The H. C., 342 west 14th st.
New York,
Morgan, W. J. & Co., St. Clair, Cleveland
Morrison Show Print, Detroit, Mich.
National Printing & King. Co., thicago
Orcutt Litho. Co. Chicago
Pioneer Printing Co., 214 Jefferson, Scattle, Wash
Planet Show Print, Chatham, Ont., Canada.
Richardson & Foos, 112 4th Ave. New York
Riverside Printing Co., 216 3rd, Milwaukee, Wis
United States Printing Co. Concinent United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 166 Clark, Chicago

### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 252 per line. Advertisements monening to \$1.50 and over include a year's subscription free.

Boston, Mass.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N.Y.
The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.

Thos. A. Skinmire, op James, and Incinnari, O.
The John Chapmin Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Fifth st.
HICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throup st.
CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER. COL.

DENVER, COL.
The Curran Bill Posting and Advertising Co. DETROIT, MICH.
Walker & Co., 43 Rowland st.
KALAMAZOO, MICH.—J. R. Mctarthy & Co., LEXINGTON, KY.

L. H. Ramsey & Co., 137 east Main st.
LOUISVILLE, KY.—Heverin Bros.

NEWARK, N. J.—Newark Bill Posting Co.

TheO. J. Gude Co., 113 - 115 w. Broadway C. S. Houghtaling, No. 3 Fark Place L. E. LaTour, 1718 Broadway Sam W. Hoke, 87 Nassau st. Unexcelled Advertising Co. 46 Version Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway

IIS west Broadway
OMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
OSHKOSH, WIS.—John E Williams.
PHILADELPHIA. PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PITTSBURGH, PA.
G. G. O'Brien.
PRANDER CITY JOHN, W. S. Poeles.

New York City.

M. Wineburgh \* r. Boston, Mass.
PRARRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOURS, Mo.
W. F. Williamson, 113-115 N. 6th street
Hulest & Stout Adv. Sign Co.
R. J. Gunning,
Togoonto, CAN.—Price Advertising Co.
The Acton Burrows Co.
WINNIPEO, CAN.—The Acton Burrows Co.

When you write, mention Bulboard Advertising

BILLBOARD ADVERTSING

# A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. V, No. .3

CINCINNATI, MARCH 1, 1896.

PRICE 10 CENTS. PER YEAR, \$1.00.

### "HOTE" INTERVIEWED.

A reporter for "Billboard Advertising" cross examines the "King of the Road." An interesting talk with the Sign King. The new tion he is forming styled the America

Probably no one person in America is better known among advertisers and bill posters than C. S. Houghtaling, familiarly and affectionately termed "Hote," and being ushered into his private office almost mmediately upon presenting my card.

"Hullo!" he said cheerfully as I enter ed, "What can I do for you?"

"BILLBOARD ADVERTISING would like to know something about the American Bill Posters' Union" I replied. "Humph," he observed, "you don't let

the grass grow under your feet. Why, I only mailed that ad to them vesterday. 'That's altogether probable," I replied. 'my instructions came by wire, and I re

since. But about the new association? How is it? Are you serious?" 'You bet, I am serious; in fact, I am

d-d serious. I'll show you an association the Gulf. My lawyers have already taken likely to develop a prompt and unmistakthe necessary steps to incorporate it. You know it will be a corporation under the laws of New Jersey, and will be capitalized at half a million dollars. It's a new idea. Only occurred to me last week but it solves all the difficulties that attempts of this nature have encountered in the past. As soon as the scheme is laid before the bill posters of the country you will see them fairly falling over one another to get a piece of it."

"It is intimated, Mr. Houghtaling, that this is merely an attempt on your part to organization."

'That's a lie, a d-d unequivocal down right lie. Why, the members of the Associated didn't fire me. It was Campbell Hager, I believe, his name is. Why, I've brodt." got ten friends to their one among the he said, displaying a big stack of letters, "these are all from bill posters, most of them members of the 'Associated,' all of them expressing the most pronounced indignation at the indignities that have been put upon me."

"It is said that Stahlbrodt could and should have prevented it."

talk in my behalf. I guess it was only a ically, but their expenses amounted to and the burden is going to fall pretty feeble protest to square himself though. \$886.00, which left them only about \$93.00 heavy on the shoulders of the few faith-But that's all right. Stahlbrodt and I are on hand. Mind you, not a cent was ex- ful ones who stick by the Association to square. He has paid me back my five pended unnecessarily. Nothing but pos- the last. It's on account of this reckless hundred dollars, and we are quits."

"How was that?"

"Oh, that's an old story. You see it The gang have got the reins. The first ganization. was a scheme of Stahlbrodt's to milk the thing they do is to cover up one of their the address of his large establishment at other members of the Association by es- own blunders by voting \$150.00 to an I will soon have The American Bill Pos-No. 3 Park Place is almost equally so. I tablishing a New York office and hogging had little difficulty in securing an audience all the commissions. He invited Sam thing. Then they give the secretary as near to being a perfect association as Pratt, Campbell and myself to go in on it \$250.00 for a stenographer. Then \$300.00 it is possible to get one. Tell them it's and we each pledged ourselves to give to your paper as a subsidy. Then Stahl- what they've been trying to get for five hundred dollars a piece to support it brodt gets \$450.00 to pay the rent of the years." until it got on a paying basis. We all put New York office. Their incidental exup our money except Campbell. He craw- penses will be about the same as last year, ished, backed right out of his agreement."

"Was the venture successful?" "No. I soon made up my mind that be as big as last year, because the Inter-Stahlbrodt was not the man to handle it." State Bill Posters' Association is cutting " Why?"

"Oh, that's a leading question. You see, the position is one that requires all so much less money received." ceived the telegram but half an hour the characteristics of a successful solicitor."

"And you think Mr. Stahlbrodt does not possess them?"

"I won't say that. I will merely state inside of a year that will be a power in that an advertiser does not like to be told tucky has gone over to the Inter-State. ated Bill Posters' Association, with which the land. It will reach from the Atlantic that he has to do a thing, and when he is There isn't enough of the subordinate to the Pacific, and from Hudson's Bay to approached in this manner he is very association in these states left to form a has severed his connection with that able case of the 'studs.'

Do you expect your new Association to break up the Associated Bill Posters' Association?"

"No, not at all. The gang that's now unning it will do that."

"How's that?" "Well, you see, they are using it now s a means of getting even with enemies, and it is largely given over to personal squabbles, quarrels, spites. The editor of your paper understands the situation. He has warned the members for months past get even with the Associated Bill Posters' of what would happen if a radical change ever formed in America. The idea oc-Association for depriving you of the rights was not instituted. I see he was fired too. curred to me in New Orleans, during a and privileges of membership in their That's the penalty of being able to think. conversation with Al. Weber, the bill The gang wants to do all the thinking'

"But they ejected O. J. Gude as well." "Of course they did. He is a first class the idea, and we succeeded in effecting an solicitor and gets business, lots of it. organization. Well, to make a long story

takes of the Cincinnati meeting will all four months, during which time I received Posters' Association and will operate as a be rectified at Cleveland next July."

holds together that long." speedy disruption?"

\$886.00, which makes a total of \$2,130.00 to be met. Now, their receipts will not be as big as last year, because the Interdown the membership like fun, and every time they lose a member, that means just

"It would not surprise me at all. Why,

"You think the Inter-State is hurting them?"

"Think! Why, I know it. Why, my ness incurred, they are going to pile up own ideas in matters of this kind. some more by publishing a paper."

"But they expect that that will prove source of revenue."

"Like h-l, it will. What does Campbell know about running a paper? About as much as a hog does about a holiday. I tell you, it's expensive, most uncommonly so, in fact."

"You speak as if you had experience." "So I have. In 1868 I organized the first bill posters' association that was the boards throughout the entire South. poster of that city. I at once went to Chicago, and interested Geo. Treyser in remember it so well."

"In the case of Campbell, however, their total receipts last year were \$980.00, things will be reversed, because he won't "I am told that he did put up a lame and the Association was run very econom- pay it, so the Association will have to; tage, printing and bare necessities were extravagance, more than anything else, indulged in. But this year it's different. that I predict the early demise of the or-

"You can say to the boys, though, that

### ANOTHER ONE.

It never rains but it pours. Following close upon C. S. Houghtaling's announcement of the American Bill Posters' Union, comes the news that the popular bill poster at Atlanta, Ga., Mr. M. J. Dooley, has projected, and is about to launch an entirely new and independent boy, nearly every member they had in Association of Bill Posters in the South-Minnesota, Wisconsin, Illinois, and Ken- ern States. Dissatisfied with the Associhe has heretofore affiliated, Mr. Dooley corporal's guard. I see, too, that not organization, and quietly gone about satisfied with the already large indebted- effecting an association according to his

Rumor has it that it will be operated on entirely new lines. The trust goes into each and every town of the South and buys the boards outright from the bill poster, paying him in stock of the trust for same, and installing him as manager.

Wherever they cannot effect this arrangement, it is presumed they will institute opposition. In time, this will give the trust an absolute monopoly of

It is also said that the S. S. S. people are interested in the scheme.

### AND STILL ANOTHER.

The Western Bill Posters' Association. covering the states of Montana, Idaho and Gunning's St. Louis representative, That, of course, interferes with Stahl- short, the association wanted a paper, and Oregon, is organizing under the and they authorized me to go ahead and direction of Messrs. Spaulding & Gordon "Many of the members have written publish it, which I did. It was called of Boise. They have asked for and remembers of the Association. Look here," BILLBOARD ADVERTISING that the mis- The Bill Posters' Review, and lasted just ceived a charter from the Interstate Bill e rectified at Cleveland next July."

just exactly three paid subscriptions of subordinate organization of that body.

"I believe they will if the Association one dollar each. Those four issues cost a Messrs. Spaulding & Gordon are hustlers little over \$3,200,00. The Association and their efforts will undoubtedly result "Why, you surely don't anticipate such | wouldn't pay it, so I had to; that's why I | in a strong and effective league of the bill posters of the three states named.

### POSTERS AND PAMPHLETS.

A. CRESSY MORRISON.

The question of billboard advertising has been mistaken for reputation, and the attainment of publicity by flashy methods this idea than almost any other line of the new era as I have been. advertising thought, and the careful ad-

But when the general advertiser, seeking publicity, sent his bills to a bill poster a awaited the convenience of the bill poster was desultory and ineffective, and the in- more than the local bill posters.

my misgivings—and I think they have local organization; then a system of edu-other lines of business.

Last year I sent forth a few little flutter-

personnel and the average untrustworthi- displayed by members of the association, ness of this class of display. It should and by-and by the doves returned to me, be thoroughly understood and stated with bringing the green little olive-branch emphasis here that for years there have dollars in sufficient numbers to warrant dollars a thousand. been thoroughly reliable bill posters, me in believing that the posting was not The Bill Posters' Association and its and besides, they should be made alive to just as there have been admittedly thor- only well done, but that it was a profitoughly unreliable ones, and the advertiser, able venture, which could be made more being unable to discriminate, has been so by the display of better designs and in pamphlets, on the basis of two dollars golden egg, and as his business develops loathe to see his profits on the reliable larger numbers. The confidence thus per thousand, and we, as general adverposter absorbed and turned into a loss by acquired has made the number of sheets tisers, would be very glad indeed to have contributing to his success by the thorthe bad business methods of the unre- arranged for this year nearly four hun- them, but we don't dare. This is no oughness of their methods, build up for dred thousand, and although this is insig- reflection upon the bill posters individu-Theatres, amusements of all kinds, and nificant from the standpoint of large ad- ally or as a whole, but we are perfectly one or two other lines of business have vertisers, it is another of those feelers well aware that we with difficulty can seemed to enjoy the bill poster's most which an advertiser usually, if thoughtful, employ men, pay their traveling expenses strenuous and careful efforts, for the bill sends out before venturing from his shell, and a good salary, on whom we can absoposter knows that he would receive from Where large sums are involved, the adver- lutely rely for the faithful distribution of this class of advertisers a certain regular tiser becomes somewhat of a hermit crab, our little books, the placing of them annual amount of posting; and besides, he venturing with caution, keeping his shell squarely under the door, rain or shine, has been under the supervision of the local well over him, preparing to jump back in frost and heat, we could not entrust an to the bill posters, for whose organization manager of the theater or the careful into it and stay there on the approach of advertising expenditure aggregating ap. I have great respect, and whose individual checking of the circus bill poster, who danger. His shell is the realm of cer- proximately fifty thousand dollars per members I felicitate upon their entrance was one of the fraternity, so to speak. tainty based upon experience, and his ocean is the realm of possible advertising methods we are not wholly familiar. mediums around him

what bill posting as a means of publicity the members of your Association, will and sort of drifted in, and though it may for the general advertiser will become one they give this matter for actual distribuhave been the desire of the advertiser to of the greatest mediums at his command, make a complete display at one time, provided the bill posters continue to es- sense of duty is such that they value adthey have been spread over six or eight tablish his confidence by themselves con- vertising matter, and will the poster himweeks. The charge may have been right, demning carelessness, lack of attention, self see that they are properly watched? but the lack of attention, the delays, have or dishonesty among the members of their Truly, in the distribution of these millost for the advertiser the entire effect. own profession, rigidly excluding from lions of pamphlets, we have learned much By making his shot scattering he has their ranks men who are unreliable. The failed to penetrate the public mind, algebraic advertiser can live without this or enough, as far as the time of display was He is in a position where he does not sentative to sit in the hotel and let the ed, by the bill poster, but every need to do bill posting at all, and will ex- boys make this distribution; so much thing else had been given precedence. It ercise his judgment accordingly, and if easier for him to pin his faith to the

as so small a matter that it was scarcely vertisers compare notes, that they flock value of advertising matter, and we were together for self-protection, that a maga- actually at one time sued for damages for where at any time, and desire to procure

has annually presented itself, with gradu- done, became a dignified occupation; that that the bill posters should study with the relied upon. ally increasing emphasis, during my en- there was a science in bill posting, as in utmost care, that if they desire to secure tire experience as an advertiser. I have all things. They learned to call it a pronever had a doubt as to the value of this fession, and to take a pride in it. Then they must inspire him with confidence in class of display advertising as a means of came the formation of a Bill Posters' As- their methods, which is the keynote of circulars and pamphlets-many of them immediate local publicity, but I have had sociation, national and inter-state; then success for their profession as well as for in larger quantities than we have is-

tising has, during the past, been consid- rules regarding membership. All this re- During the last eight years it has been my member of that association was located ered other than a science, that notoriety sulted in a pressure of opinion among bill privilege to distribute in various ways the distribution would be done promptly, posters which either whipped a careless or forty-eight million little pamphlets, many with absolute accuracy, honesty and thordishonest man into line or excluded him of them going from door to door by hand. or in any way, has been regarded as the from the association. It is needless for many through the medium of druggists, greatest problems which confront the goal to which the advertiser was tending, me to say that the general advertisers and very large quantities by mail. Nearly has, through the early connection of the were quick to appreciate the value of this three million of these pamphlets were Association thousands and thousands of bill poster with the circus, induced the organization, the making of a standard sent by mail during the month of Februbill poster to believe that all advertising price, the proper criticism of loose methods ary. They were sent two in an envelope, was a species of circus, a frolic; and in- by bill posters themselves; and the amount and the postage was one cent for each stead of his bills being carefully put up, of commercial advertising which is now envelope It costs money for the collectthey have been slapped up. The bill being placed by bill posters attests the ing of the lists, for the writing of the oughly, and everywhere at once. posting profession, from my observation, fact that there were many others who envelopes, for the envelopes themselves has been more completely imbued with were as anxiously awaiting the dawn of for filling, and the postage alone was the bill poster's and distributor's profes-\$15,000. The cost of this distribution, sion is the establishment of confidence, aside from the books themselves, was and this can only be done by the most vertiser, observing this tendency, has been ing doves, amounting to a paltry hundred between eighteen and twenty thousand rigid criticism of bill posters by bill post-

driven away from a profitable field by the thousand sheets of posting. It was well dollars. The actual distribution was ers, by the making of their profession 1,50,000 addresses, and therefore the dignified, by bringing to the members of cost per address was a little more than a your Association a realizing sense of the cent and a quarter, or perhaps thirteen responsibility which they assume when

members would probably be very glad to the fact that the advertiser, while he may distribute five or six millions of our little be a goose, is still the goose that lays the annum, to any body of men with whose

The questions which confront us are There is no question in my mind but these: Whatever may be the reliability of tion to men who are intelligent, whose

one theatrical company, yet his display city off the list, and no one will be hurt done properly. It has been our expertibilities and display tributing matter. ience that the general public and distribdividual or local bill poster looked upon it Bill posters should not forget that ad- utors in particular do not appreciate the These methods deterred me for over six zine or newspaper sailing under false the stoppage of a city sewer, in which maximum resu ts at minimum outlay, years from entering into a field which I colors, claiming a larger circulation than were found twelve thousand of our books. use the billboards,

felt would be profitable, provided I could it possesses, or using unreliable business We are succeeding in our distribution as get exactly what I paid for. But a change methods, is soon spotted, and the adver- it is, because the U. S. mail is comparahas come. The bill posters of the country tiser will frequently leave a medium alone tively reliable, and the men whom we realized that life was not a continual just because of doubt as to its value. It now employ have taught us by experience frolic; that bill posting, if intelligently is, therefore, a fundamental principle that they can be utterly and absolutely How much better it would be how

sued — could send to the Bill Posters' been justified—as to the reliability of the cation in business ethics by bill posters There is one other subject which I wish Association a sufficient quantity, and feel average bill poster. The fact that adver- for bill posters. Then came more rigid to discuss here and offer a suggestion. that in every town and hamlet where a oughness. It would solve one of the advertiser to-day. It would draw to your dollars which are now diverted to publications and other methods of publicity, because advertisers do not know how to distribute their books economically, thor-

Again let me say that the keynote of they accept the money of an advertiser, by the success of his advertising, they, by themselves increased business from him.

In conclusion, permit me to express the hope that the very modest posting which we this year propose to do will further convince us of its utility as a means of publicity, and that we may some day look forward to the time when the distribution of our pamphlets may also be entrusted into new business possibilities, which I hope may be realized beyond their brightest dreams.

MR. A. CRESSY MORRISON, author of the foregoing article is manager of the Advertising Department of the Pabst Brewing Company, Mil-

Any person or firm who is desirous of creating a quick demand for his or their wares, should use posters in preference to all other avenues of publicity. Nothing though the work was done conscientiously that city, can live without a dozen cities. It is so much easier for a traveling representation of the sound in the fact that circus and theatrical managers have learned through years of experience that they bring a rething else had been given precedence. It ercise his judgment accordingly, and it therefore became true that although a the general advertiser finds that certain honest countenance of an urchin who this reason itinerant organizations rely therefore became true that although a large advertiser might spend more among cities do not respond to the bill posting the bill posters of the nation than any which he has sent there, he will leave that the been our expert. It has been our expert. It has been our expert.

If you want to advertise anything any-

### **NEW YORK NOTES.**

MARCH, 1806.

Holbrook's Worcestershire Sauce has secured from Van Beuren the enormous sign on New York Bay, that has been occupied for a number of years past by Sapolio. This sign is pretty nearly half a mile long, and is the first view of New Vork seen by incoming ocean passengers. and for this reason, if none other, is one of the strongest advertisements in America. Holbrook's Sauces are also posting upon the New York billboards.

Gude is posting Syrup of Figs in the

The William Zeltner Brewing Company has a very handsome 28-sheet stand. lithographed in colors, and is posting it throughout New York and New England

Johnson & Johnson, who are advertising Vino Kalafra very heavily in the newspapers and street cars, have given a large paint contract for their Belladonna Plaster, covering all railroad approaches to New York City. Vino Kalafra will probably be posted during the summer months.

A great deal of paper on the bill boards during the past month, as usual during the cold spell, is practically unreadable on account of the frozen paste on the face of the poster. Many a fine piece of lithography is ruined by the bill poster's care-

The posters put up by the California Fig Syrup are decidedly weak; they are around the ad.

Three Cheerful Liars met in the Cafe years, instead of waiting ten times as long. of the Imperial Hotel a few weeks ago, and as they had made more money during 1895 than they knew what to do with, they mutually resolved to declare a dividend amounting to \$125,000, and to return this amount to their customers, in consuch heavy profits.

They are doing all they can to preven the general public from learning these facts, fearing that every man in the advertising business will immediately go into paint and bill posting, that they may be able to distribute \$125,000 a year among their customers.

curing bids on poster printing in large same colored background. The adver- ing the season of 1836-37, Nick Roberts quantities, with the expectation of going tisers pay him for the space used in these informed me that billboard advertising into this method of advertising more heavily than similar lines have done, the bill poster too, if the matter were of the Bavarian Peasant Actors, whose Cigar posting has heretofore been confined suggested to them properly. to one-sheet and three-sheets, but manu facturers are learning that there are larger sizes of paper made, and that it will cost and a sixteen-sheet. On going to the file by every bill poster in America, it no more to post the town with large 105th-street station of the Sixth Avenue was about July 9th or August of that stands than it does with small paper, and L road the other day, I noticed one of the year, when the three-sheet landed, at that the effect is a thousand per cent. better.

Advertising is not necessary, neither



sheet blank is placed on the top and bot- advertising in any way; but conditions tom. This would be very good advertis- are somewhat different at present, and ing if the half-sheets were placed at the while you may do the same thing as your ends as well, thereby placing a border all grandfather did in the same length of

> Wool Soap is a new billboard adverimproved by a little color.

Bill posters should note the remarkable sideration of having been allowed to make beauty and effectiveness, from an advertising standpoint, of the bulletin boards built and painted by Lou LaTour, of New York. Every sign on LaTour's boards no matter how small, stands out clear, bold and distinct. One reason is that a border about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is he endeavors to Four large cigar manufacturers are se- have no two adjoining signs with the borders, and they would be willing to pay was introduced into America by the agent

large stands placed where the view was once suggesting the idea to all the bill very close, so close that the one-sheets posters who were sunning themselves would have been just as readable. In and playing golf in Castle Garden, that was once a bill poster in Texas, and was turning the curve at 110th street I noticed it would be a corking good idea to have doing well until a fake circus agent came is the telephone, neither is the telegraph, a bill board, the nearest possible view to some planks permanently placed in prom- along and gave him a sixteen dollar nor the limited train, but they are mighty which was fully five hundred feet, on inent localities, where citizens could ride order on a busted show, which caused convenient when you want to get there which a great many of the one-sheets or walk by and read the cunningly worded Mique to go into bankruptcy. were placed. I don't believe one person printed bills, in place of having the sand-

Your grandfather made a fortune in busi- in a thousand could have told what was wich man do all the walking. The idea only three sheets in height, and a half ness years ago, and never spent a cent in being advertised, and the stand is a mag- was not only feasible but made a great nificent one for large posters.

> who pastes a piece of paper over the im- of the lot generally taking great pleasure time, (a quarter of a century, we will say) prints on all posters that are placed on putting up a 300 foot board for two why not get to the front in two or three his boards, "Nobody is going to get lithograph passes, good every other any free advertising out of him, by gum." And his name is neither Van Beuren, nor Munson, nor Reagan & Clark, nor Shine. tiser. Their eight-sheet could be vastly This bill poster gets \$2 a sheet per month for the paper he posts, and he is the Ele-vated Railway Advertising Co.

> > lovel and striking poster.

### OLD TIME REMINISCENCES.

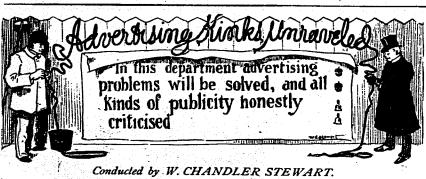
As near as I can remember, it was durbill trunk had a three-sheet on the side

hit, the first one blowing down on over thirty passing spectators. The expense There is a bill poster in New York City for these boards was trifling, the owner nonth. The theatre managers were delighted with the scheme, giving up sometimes as many as ten passes a year to bill three shows a week. The only expense was the paste, which had at that time gone up to sixty kreutzers per kilo. The duties on paste were so enormous that it Sozodont is expecting to invade the is said Yank Newell felt called upon to pillboards the coming Summer with a invent a substitute made of witch hazel and tobasco sauce, both highly recommended for their hot qualities, which S. F. Meyers & Co., wholesale jewelers, was all right for use in summer with the 50 Maiden Lane, are going to post Olym- aid of tacks. Harry Stoops, who afterpic Bicycles thoughout the Eastern States. wards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which now, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by Bob Campbell, was for laying out a 650x5 stand, on the beach at Galveston, to see how it would look. But after that I got it down so fine I could tell how the paper marked "Steerage." To be historically looked without having it photographed. Holbrook's Sauces have a one-sheet correct, as these papers will be kept on Mique O'Brien, the celebrated poet who composed the following beautiful lines-

"She is the only girl I love;

She has a face like a horse and buggy, I met her while leaning on the lake, O, fireman, save my child."

PUNCH WHERLER.



SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Slewart, 4114 Elm Avenue, Fhiladelphia.

For years the poster has labored under

entered the field, and, while some of the

very men whose business it is champion

ing are too narrow minded to realize the

fact, the majority of the bill posters realize

the great work their only representative

s doing.

Already wonderful changes have result

ed from BILLBOARD ADVERTISING's mis

sionary work. Firms are using posters

to-day who would not have dreamed of

such a thing three years ago. Even the

magazines have long articles on the poster,

while the newspapers discuss it in their

news columns. Here are two verses on

the subject, the first one from the Phila-

delphia Evening Bulletin, and the second

In Poster Land the girls are queer,
And marvelous their precious gear;
Their gowns are made of quirks and quirls,
A mass of writhing scrolls and swirls,
With here a line and there a smear.

Their features are not always clear, One needs a nose, one lacks an ear; But still we love the giddy girls In Poster Land.

In their high-colored merry sphere
They lead a gay though brief career;
With purple feet and carmine curls,
And yellow scarfs in gauzy twirls,
A jolly lot the girls appear
In Poster Land.

Do Posters Post?—
Do posters post? although they sprawl
In loud profusion at each stall;
Gibson's pretentious black-and-whites,
Nankivell's freaks and Bradley's fright
And Rhead's red maidens, lean and tall.

Although we know each artist's scrawl,

The book they note we can't recall;

And though their wild effect delights,

Do posters post?

Their lines and forms our eyes enthrall, Their color schemes our tastes appall,

Now, if posters didn't post, and if they

DO THE REST.

Their color schemes our tastes app The keen collector glibly cites Beardsley and all his satellites. They're works of art. but after all, Do posters post?

from a magazine:

### THE GREAT AND ONLY.

BILLBOARD ADVERTISING has evidently to champion its cause, while the newsawakened in the breast of more than one local advertiser the desire use billboard paper has had dozens, even thousands, of publicity. Out of a batch of twenty-seven letters from retail merchants in different state of affairs, BILLBOARD ADVERTISING parts of the country, I select this as being the most suitable one on which to hang my subsequent remarks:

W. CHANDLER STEWART:

Dear Sir-I read BILLBOARD ADVERTISING and think the poster allright, and decide to try this method of advertising; then I pick up other Already journals and papers and read articles on the order of the enclosed clippings, which makes me think poster advertising all wrong. Perhaps your opinion may help me out.

Respectfully yours, Here are the clippings D. Z. K. refers to. The first one is from the Albany

Argus, while the second hails from Business, although it has been going the rounds of the press for some months past: The daily newspaper is by far the safest and most certain method of reaching the public. It should not be difficult for any intelligent mar who has lived for any time in a community, to know just what papers will best serve him a advertising mediums. It isn't at all necessary to examine the books in the newspaper's count ing room or to get their affidavits on circulation A paper that you read yourself and that you re spect, that your neighbors read and respect and

that you know to be widely read and respect and you can safely rely on as a satisfactory medium for reaching people of your own kind. The ad-vertiser who sticks to the solid, substantial and influential papers and fills his space judiciously, is sure of getting returns. CHEAP ADVERTISING.—The biggest mistake

ever knew a merchant to make, says a writer in Farm Machinery, was when one of my friends concluded to spend \$70.00 to have illustrated signs painted on fences and barns in the country. The pictures were humorous and in color o be painted on a white background. One was to be painted on a winte background. One was a bull frog reaching out after a bug. Another a dog catching a fellow by the seat of his pants, and another, a snake and a bird, a sort of take-off on the "Rarly bird catches the first worm." Well, the painter used whitewash and cheap colors. After the first rain the bull frog picture and the words of the advertisement got wonderfully mixed together, and the bull dog was made to chew the advertiser's name instead of the felpose the paper would devote so much

Now, newspaper advertising is a mighty good thing, but poster advertising is just as good in its place. Newspaper advertising, posters, painted bulletin boards, and attractive booklets should work hand in hand, but the trouble is that newspaper there are thousands of business men, who men recognize the sterling worth of the when they publish an advertisement, exposter, and, in their anxiety to stop too pect to sit back and twirl their thumbs much of the appropriation going poster- while the advertisement is making them is well worded and should "touch the wards, they say unjust things about bill- a fortune.

tisers, must cultivate, yet how few busi- it." less men shake themselves together suficiently to follow up each inquiry from their advertising in a determined never-

their advertising in a determined nevergive-it-up way.

Some few advertisers, who ask you, at so much an agate line, to send for their printed matter, never pay the least attention to your application. Most advertisers, the send for their printed matter, never pay the least attention to your application. Most advertisers, bundle you up their selection of booklets and circulars, and send them along, but large commercial advertisers is the assurance beyond that no effort whatever is made that they will secure "Adequate Service." It to secure business to secure business.

only constitute the first step. This printed be by the same means that it will maintain it another disadvantage—it has had no one official mouthpieces. To correct this

Some time ago I received a circular letoffering to send me, gratis, on request, a sample box of their patent paper fasteners. I sent for a box, and in reply received another letter stating they had stopped giving away sample boxes some months ago, but they would be pleased to sell me a box for ar courts.

This kind of "sharp practice"; downfollowing up every inquiry, are causes that compel an advertiser to ingloriously leave the field, money out of pocket.

### THE COST OF BILLBOARD AD-VERTISING.

A. E. Welles writes :- Will you kindly inform me through the March issue of BILLBOARD ADVERTISING how the rates

### NOVELTY ADVERTISING.

C. H. Young writes: -- Your opinion on the enclosed ads would be appreciated. fully mixed together, and the bull dog was made to chew the advertiser's name instead of the fellow's trousers; at least that is the way the rain made it appear. After the second rain there was only a vague sort of an indication of an advertisement, the water having washed out some letters, leaving the others untouched. For in stance, the line "Purchase our buggies" on the sign board read "Chase our bugg."

The booklet was distributed to school children as they entered school, and the others, that poster advertising is allright. It came with the art of printing, the first poster being issued by Capton in 1480. If long establishment has anything to do with establishment has anything to do with worth, the poster has "come to stay."

It is an excellent publication and offers creased by the conscientious performance on the worth, the poster has "come to stay."

It is an excellent publication and offers creased by the conscientious performance on the variable worth, the poster has "come to stay."

Vertise or about to advertise. Poster to him. This is the great need of the trade this advertising is commencing to take hold year, and if it is met, 1896 will see the volume of here and it is only a question of a short business even greater than that of 1895 has been. here and it is only a question of a short time when all the large advertisers will On the surface it seems improbable, but have adopted it.

through the children. Your own circular spot" with every advertiser. You touch the letter head of every bill poster in the Common sense should tell them that the right spot when you say, "the value land.

the advertisement cannot possibly do it all—that it is only a forerunner to discover new fields which they, the adver- their work for half an hour to examine

### ADEQUATE SERVICE.

thing needed to enable it to maintain its presen security of exhibition that bill posting began to The sending of your catalogue should grow in favour with advertising firms. It will matter should be followed up by at least three letters, (posted at intervals,) in case no reply resulted from the first batch of circulars.

A customer worth having is worth

A customer worth having is worth working for, and advertisers who will try this plan will be astonished at the remarkable "pulling" power these subsequent letters will have.

agreed upon and paid for. Many of our bill posting firms now take a pride and a pleasure in rendering to their customers a full and adequate service, but there are not lacking those who look back upon the old days when plenty of paper was supplied, and very few enquirie Some time ago I received a circular letter from a dealer in typewriter supplies the past year we have been glad to find at least sell me a box for 25 cents.

Now, if this firm had discountinued the distribution of samples, why did they mail me that circular?

Interest the firm had to be the same and to increase the expenditure of those firms who already use the hoardings, it is only necessary that the bill posters should so act as to give them confidence; and, if they can be made to feel that for any money they may put into bill posting they will secure adequate service there will be no falling off in the volume of right dishonesty, penny-wise-and-pound-foolish policy, and lack of persistency in adequate price paid for the work. If that adequate price is not paid, the work cannot be effiquate price is not paid, the work cannot be em-ciently performed, but the advertiser will not grudge the price if he only knows that he gets what he pays for. There are letters in our col umns last month and this month as to middle men. To our mind it matters not who are the middlemen or how numerous they are, if the bill poster treats all alike and shows to no one of them more favorable terms than to another If the firm of middlemen are not of good repute BILLBOARD ADVERTISING how the rates are computed and what the standard rates are for outdoor painted bulletins; also how privileges are generally obtained for erecting boards?

If the firm of middlemen are not of good repute the bill poster can insist on such methods of payment as will secure him from loss, but let him render to all equal terms, and adequate service, and not take a contract at any price he cannot conscientiously fulfill it for, and he then elevates his business, and does all his fellow ANSWER :- As the editor of BILLBOARD tradesmen good. Every single contractor who ANSWER:—As the editor of BILLBOARD
ADVERTISING is better informed on this subject than I am, I have referred this question to him.

In even a small town gives satisfaction to an advertiser, does good not only to himself alone, but to the entire bill posting trade, because he increases that firm's satisfaction with the way in which the work has been done, and their ured as a friend to the the trade at large, and as necessary that its interests should be bound up -The Bill Poster, London, Eng.

Papers reach the classes.

This couplet should find a place upon

ADVERTISING BY POSTERS.

Written especially for BILLBOARD ADVERTISING

by CHARLES AUSTIN BATES.

MARCH, 1896.

Excepting only the town crier, posters are the oldest form of advertising. Development in this line has not been as rapid as it has been in the newspaper line, but in the last two or three years poster advertising has taken such rapid strides in advance that now almost any scheme of advertising is considered incomplete without its quota of attractive posters.

The impetus has come from Paris. The idea of real art in posters came from Paris In saying these things, I have in mind the poster as it is used for advertising commercial enterprises and publications. In the line of show bills high art has been apparent for a number of years.

I doubt if any recent poster advertising has equalled, or even approached, the work of Matt Morgan, whose beautiful productions must be well remembered by every one who has seen them.

In the modern acceptation, the word "poster" to the average mind means a one-sheet bill—and even more frequently a much smaller sheet.

The French have taught us the use of flat colors and the massing of design and

If a half-sheet poster contains one strong figure, as large as the space will allow, and a full sheet poster contains half a dozen figures, the half-sheet poster will be the stronger. It will be more effective and less expensive.

Simplicity and strength must be the aim of of the poster artist. The less he he goes into detail, the better. It is not the mission of the poster to convince. It may only suggest. It must be strong enough to command attention, and artistic enough to command admiration.

The poster used in advertising Scribner's Magazine for February is one of the best I have seen. It is strong, simple and effective. It contains five words and one figure. It is well conceived and admirably executed.

The five words are, "Barrie's Sentimental Tommy in Scribner's." The one figure is a strong, lifelike picture of Barrie. which shows him intently reading a paper which he holds in his hand. The poster says to the casual observer, that "Sentimental Tommy" is a story of absorbing interest. The figure expresses this.

The colors used are black and pale green—a noticeable combination.

On the whole, I believe that the Amer- users are newspapers and periodicals, ing and printing houses, and can secure French. We have improved on their tising space.

much of its attractiveness to the use of newspaper is the one great and only ad- much of a show they could make with a the female figure in varying degrees of nudity. They are striking always—gen—who use posters are suffering with paresis.

They are striking always—gen—who use posters are suffering with paresis.

They are striking always—gen—who use posters are suffering with paresis.

They are striking always—gen—who use posters are suffering with paresis. erally beautiful—sometimes disgusting in At the same time, all the elevated stations | them.

And yet, the idea itself is right. There own publication. It is a beautiful object by the day good house is nothing so attractive to man as a wolesson—for those who like object lessons. special sales, and by other lines of the year the protective League of American Showmen are bound to look to him as their fatherly proman; and there is nothing much more One who wrote a certain standard publess at different times of the year.

it can only exert a beneficial influence on edifying reading for these newspaper observers of all ages. There is every rea- publishers. son why it should be used in advertising -

in a proper way.

cational institution.

ained the nude figure of a woman.

about is one in point.

advertising in the United States-particu- develope, if he wants to. He can undoubt-

When Anthony Comstock is taken to fact that newspapers use it in preference people in the same line in a dozen differthe realms where we may believe there to newspaper space. Now, I am a believe there to newspaper space. are no posters, there will be some liever in newspaper advertising, and in practically an original design at onechance of development in art in America, and every bill board will become an edu
I suppose I believe more in newspaper

As for the designs them. space than in poster advertising. Poster no excuse for the grotesque effects that One of the most beautiful posters that advertising is like the little girl who had are now so popular among a certain group has been seen in this country was recently a little curl—"When it is good, it is very, of artists. I can find in my heart no adsuppressed by Comstock, because it con- very good; and when it is bad, it is hor- miration for Aubrey Beerdsley's style of

without the use of female figures. The use enough posters; and when they do are good enough. There is a great lot of larly in New York City-is that its largest edly have the co-operation of lithograph-

and particularly in posters, if it is used ought to prove to the advertiser that exclusive use, but the same design may poster advertising is a good thing, it is the be very well sold to a dozen different

As for the designs themselves, I can see art; and there are a great many French Of course, artistic posters can be made I believe that local advertisers do not productions which I fail to appreciate.

There are useful ideas in both styles of Scribner poster which I have been talking use posters, they don't use posters that work—ideas that can be applied to posters representing a much higher order of One of the peculiar things about poster business that the local bill poster can art, and which in their application would lose none of their strength and effective-

> "'Big G'-If you don't know what it is, you don't need it." Why should Aunt emima's Pancakes object to Big G? It has been putting money into the bill posters' hands for many years before Aunt Jemima thought of doing anything of the kind. And Aunt Jemima is just as likely to rub up against it in the newspapers as on the billboards. And when you come right down to the question as to which is the most necessary of the two articles, the man who wants Big G wants it mighty bad, and he wants it right away -at least, so I have been told by a man who had a friend who once wanted Big G. He says that all the Aunt Jemimas in seven states wouldn't have answered his purpose half as well. HOLY SMOKE.

The sooner certain bill posters learn that the object of an Association is not to antagonize advertisers and drive them into other mediums, the sooner will their billboards find the favor in the public's estimation to which they are entitled.

### JNO. E. WILLIAMS.

The subject of this month's frontispiece is Mr. Jno. E. Williams, representative of the R. J. Gunning Co.

Mr. Williams was in Cincinnati recently, show ing the boys that Gunning, the "Sandow of the Sign Painting Arena," had no mean representa-tive as a hand-shaker in the redoubtable John R. It was a positive revelation to see and experience the vice-like hand-grasp, and the emotional warmth of good-fellowship that belongs to the Chicago politician who is strong with "the boys." The fetching power of that "grip" in certain little municipal affairs in Chihave got abroad somehow, for it evidently reached the attention of the Protective League of American Showmen, at whose meeting Mr. Williams was found on his feet, pointing out the niceties of legislative proceeding, and apparthe niceties of legislative proceeding, and apparently getting the boys all very warm with appreciation of their urgent need of his participation of their official functions.

Without saying that everyone spoke at once,

of matters of state in regard to advertising loca tions in the great city of Chicago will henceforth And yet, the idea itself is right. There own publication. It is a beautiful object by the dry goods houses at the time of billity, for when they visit Chicago, the boys of tector in all such matters.

Mr. Williams was engaged in the services of

thing in nature or in art. Used properly on the subject which ought to make it can only exert a beneficial influence on edifying reading for these newspaper cities. Of course, small local dealers can't both walls and bulletins, in their immens paint concern as Director-General of Locations



C. S. HOUGHTALING (HOTE).

ican poster is more truly artistic than the which are themselves purveyors of adver-sketches to submit to local advertisers.

The newspaper advertising solicitor but not sufficiently. Nine times in ten the French poster owes says to his prospective customer that the If local advertisers generally knew how are plastered with posters advertising his

attractive to a woman than another wo- lication that appeared long before posters

This, of course, is done to some extent

They could be used to great advantage

One or two of the New York departman.

Were heard of, said consistency was a ment stores have used twelve sheet stands the most beautiful jewel, and made some further remarks for this purpose. It is not so good for 1889, and although he has since that time been cities.

If there is anything in the world that afford to pay for original designs for their Chicago plant.

### THE GROCER.

Profitable Advertising is a problem which is still unsolved by retail grocers. They have tried many mediums, and much money has been wasted in spasmodic

The grocer who would reap any permabuy. The location of the store to a great to the front door to answer the bell call. tract for a display extensive enough and extent, determines the most likely patrons and the class of goods they will buy. equal as a means of thoroughly covering vertiser want more. If the location is in the heart of the city a given territory, but advertisers have Poster advertising is just like anything on a thoroughfare, the very best of trade lost faith in its efficacy, because of the else in the advertising line. Spasmodic other hand, the grocer in a residence sec- of this kind or advertising mave been evil. Buvertises of bit poster. It is only by careful systematic work it which brings the elusive and hard-to-fication. tion, depending largely on those who are that the distributor can hope to get find success within one's grasp. Keeping The sign writer who will put in his near for support, must confine his adveremployment in any way remunerative. at poster advertising will bring success to

and derive benefit. In fact everything that reaches the entire population, and billboards come nearer doing it than any other medium, is advantageous for him to use. The same method may be a successful anything else, a man must be Dunphy and Mr. S. I. Stone, composing space on a selected list of boards, with more apparent. the advertisement thereon changed week- Of course, the first essential is good Stone refused utterly to bill The Wallace grocer using it, than four times the same poster advertising. expenditure in any other channel.

general plan holds good. He would not them are dilapidated affairs, on which it find it profitable to use newspapers because is worse than useless to expect the adhe is paying for a circulation, only a small vertiser to post paper and derive any Hotel. It measured three hundred feet ence most gratifying results. portion of which goes among his support- benefit from it. Then, on the other long and was six sheets high. The following patronage. He can use billboards hand, there are others, with good, sub- ing day he also secured two hundred feet with economy, because, just as soon as he stantial boards in locations literally "out at the corner of Market and Fifth streets. gets to what seems to be the limit of his of sight." The money they cost was The rest came easy, and within five days territory, there he may stop. House to wasted, because the advertiser, after using he had far more space than he could utilize. house distribution is a wonderfully effect- them once, comes to the conclusion that ive way of bringing to the particular no- his inspector is the only man who saw posting license and turn it over to some may be offered from time to time.

### DON'T

It has been customary with many advertisers to insist on having the door bells

after disturbing the house with his the petty extortions in vogue, such as under the local bill posting company's are putting out a fine line of commercial inopportune ring at the bell, hastily charging extra for cuts or for display license and authority.

wraps the circular around the knob, type. They are ready to be convinced himself on his way.

nent benefit from his expenditures in the advertising line, must carefully consider plies. This puts the article into the sketch of a bill, applicable to his business, door or the one used by the grocer's sought, early and often. hand of the servant, or if no servant is will do more to convince a doubting man out being told, that he wants to sell grocemployed, into the hand of the housethan all the argument in the world. eries to anyone who can be induced to wife without causing an unnecessary trip Effort should be made to obtain a con

The down-town grocer may select his leaders and bill an entire city, using the boards in every section with profit. He boards in every section with profit. He

### SUCCESS.

ly or fortnightly, will do more in one year | boards in good locations; without these | Show at any price. to establish the name and fame of the there is no excuse, not to say reason, for

There are many bill posters who have For the neighborhood grocer the same the good locations, but the boards on did with commendable promptness.

> Results then will be apparent to the hence he decided to follow this course. advertiser.

Renewals are the test of merit. A man,

The object of distributing as well as all advertiser for patronage and support. To besides losing the revenues which they other advertising, is to win friends for the be sure, there are national advertisers, could have derived from billing The Walarticle advertised, and to bring the house- whose work in the aggregate, runs into lace Show. wife or the servant to answer a door bell large amounts annually, but the proporcall, only to receive a circular at an incident of this business which goes to the convenient moment, only antagonizes individual bill poster, is not large enough do so, they should always keep themselves be easily shocked. Even the denizens of them. In most instances where the door bell is rung the distributor does not field is fallow. The merchants are tired in such a position as to be able to do it. If all the boards are covered, good and even accord the householder the respect of the exorbitant prices rates charged by well, he who comes after will have to of awaiting the response to the ring, but the newspapers. They are disgusted with build new ones, but let them be covered

destroying whatever attractive appear- that poster advertising is what they want; ance the circular may have had, and hies and it remains with the bill poster to convince them.

Properly performed distributing has no long enough continued to make the ad-

### The Wallace Show in Frisco.

of The Great Wallace Shows, arrived in A good scheme is to take one line of cate Shows. Argument was futile. Mr.

The only thing Mr. Fuller could do under the circumstances, was to start out and secure his own locations, which he

The first board he obtained was a protection fence, right opposite the Baldwin

He had fully determined to pay the bill tice of the families any specialties which the paper after it was posted, for the bright, enterprising young men, who were of reason that he receives no returns, and no anxious to start a rival bill posting plant, tobacco advertisement, consisting of the represents are traceable but upon consulting the authorities he sentation of a bovine of the masculine gender Billboards must be constructed in locations where the public will see them. They say that many people have complained to them of the indecency of this advertisement. These complaints may be accepted as evidence tions where the public will see them. the license therefor would be nominal,

We have had occasion before to mention Such a method persistently pursued will do more to destroy the industry of distributing than any other means which could be employed, except absolutely throwing the bills away.

The place of distributions and the measure of renewals.

The place of distributions and the measure of renewals.

The place of distributions and the measure of success is accurately ganged by the number of renewals.

The bill poster must be apparent to all cultured people of the metropolis, but we doubt whether it would be offensive to dwellers in pastoral regions. They are familiar with the bull and this picture may be apparent to all cultured people of the metropolis, but we doubt whether it would be offensive to dwellers in pastoral regions. They are familiar with the bull and this picture may be apparent to all cultured people of the metropolis, but we doubt whether it would be offensive to dwellers in pastoral regions. They are familiar with the bull and this picture may be apparent to all cultured people of the metropolis, but we doubt whether it ganged by the measure of success is accurately in good and the measure of success is accurately and financial loss which follows in the wake of a fight with an opposition firm, Probably the Successions have never could be half as shocking as himself on his native heath.—California World.

### SIGN WRITING.

MARCH, 1896.

The sign writer who is after business, improves every chance whereby he can These criticisms, of course, are not They have had it drilled into their time when new methods can be studied meant to apply when the article distriminds, that every method of advertising, out and developed. Trade is dull and the attempts at advertising. We say "atbuted is a sample or anything having an aside from newspapers, was disreputable sign writing business is slack. The sign tempts," because spasmodic advertising is intrinsic value, although, even in that and unworthy. They do not come, en writer who will cudgel his brains, and not advertising in any true sense; it is case its wisdom is doubtful, a far more masse, and say, "Good Mr. Bill Poster, think out and show to his trade, some effective way is to take it to the back please post our paper," but they must be new designs, both pictorial and plain lettering, is sowing seed in good ground. The increasing tendency to artistic

window display among retail merchants offers an inviting field for the sign writers who will rise to the occasion. Dainty designs of catchy outline and artistic execution, describing the articles shown, have a ready sale. There is no class of retailers who cannot make use of them. The printing press is not available because can be sought, and money can be used methods employed. The results of much efforts are not to best interests of either that's needed—indeed, the variety is as lavishly in obtaining this trade. On the of this kind of advertising have been evil. advertiser or bill poster. It is keeping at much to be desired as any other quali-

tising to mediums which are available in his neighborhood.

employment in any way remunerative. at poster advertising will bring success to spare time bringing out some new work in his neighborhood. covers and he must intelligently apply who don't use it will bring success to the is sure of results; perhaps not immediately, but the battle is half won when he tickles the merchant's fancy with something nice. The sample will be put aside When W. E. Fuller, the general agent for reference and future use.

San Francisco for the purpose of contract- business, for instance, the jewelry busi-To be a successful bill poster, as well as | ing for the billboards, he found that Mrs. | ness, and make one or two samples (all different) for every jeweler in townfollowed on the boards as in the news- thoroughly abreast of the times. If he is the Pacific Coast Bill Posting Co., had Take a walk and observe the windows of papers. An appropriation for a certain just a trifle in advance, his success is the granted a shut-out contract to The Syndineeds of each. make a sign suited to their requirements, and present them with it. By so doing the jewelers have a practical illustration of the work offered them. They will become customers if it meritorious. The whole category of retailers can be gone through with in this manner, and we are not at all shy in saying that those sign writers who do it will experi-

### SAN FRANCISCO MORALS.

California Prudes Protest. The Supervisors have at length decided to pro-

hibit the posting of indecent pictures and the painting of vulgar signs on the dead walls. The highly moral city fathers have had their sense of delicacy shocked by the appearance of a of the culture that prevails. The picture of the bull is surely not a work of art, for it is almost vertisers to insist on having the door bells rung, and many distributors have had the who, at the expiration of a contract with weakness to do distributing in this way. weakness to do distributing in this way. newspaper, bill poster, or any other ad-

Probably the Supervisors have never taken a walk through Morton and Dupont streets and seen the cows trading there

### \$100:000:00 LOST.

LARGE CONTRACTS CANCELLED

Advertisers Refuse to be Sand-Bagged.

A BATCH OF IMPORTANT LEFTERS.

CINCINNATI, Feb. 24, 1806. MESSRS. L. L. PRESCOTT & CO.

11 Jay Street. N. Y. O J. Gude Co., of New York, relative to your rescinding of an appropriation of \$100,000 for splendid showing in New York, which put about

appropriation ever made for bill posting, would be pleased to give publicity to any comments you might desire to make on the matter. Very truly yours,

BILLBOARD ADVERTISING

Editor BILLBOARD ADVERTISING,

127 E. Eighth St., Cincinnati. Dear Sir-We thank you for submitting proo

Minneapolis, Minn., Feb. 14th, 1896. J. L. PRESCOTT & Co., New York. Gentlemen—Kindly inform your agent here

that we do card and tin sign tacking. We pro tect your signs and all that we put out. Our price for signs in Minneapolis, St. Paul and Duluth

Respectfully yours, M. BRESLAUER

New York, Feb. 17th, 1896. M. BRESLAUER & Co., Minneapolis, Minn.

Dear Sirs-We are pleased to receive your interest, we are. Very truly yours,

I. L. PRESCOTT & CO.

a few days and we will instruct our inspector who is in Minneapolis now, to turn over to you L. Prescott & Co. when it came to their ears. whatever the signs he has on hand, and we will Their Mr. Berry said, "What does this mean? have enough shipped from Chicago to make the Snags again? Are bill posters going to refuse

output at least 1,000.

After same are placed, kindly report to us whether you consider the towns thoroughly covered with other work that has been done.

our work? Have we got to go through the same fight with the Association again?"

We assured them that we thought not, and believed that the rank and file would be glad to

and they are very aggressive advertisers. If eventually it would be all right, bill board advertising.

As this contract is probably the largest flat appropriation ever made for bill posting, would e pleased to give publicity to any comments ou might desire to make on the matter.

The properties of the pro

the paper at Association rates because we were paying some of the smaller towns in the State of We would not assume the responsibility of

Dear Sir—We thank you for submitting proof of correspondence between The O. J. Gude Co. and the Breslauer Bill Posting Co., of Minneapolis.

We have no comments to make and nothing to say that is not covered in the communication from The O. J. Gude Co.

We regret the peculiar attitude that the Association has taken at different times, more for the sake of the well-intentioned members than ourselves. Life is too short for controversy, and mediums of publicity too plentiful for us to endeavor to force business on people who have not sufficient business sagacity to be contented when they receive what they are they desired it. We knew we could give them on any other customera showing anywhere in a very short time, but did not feel ourselves. When they desired it. We knew we could give them on spositive contract.

We do not blame the members. Not a day passes without our receiving many letters from build posters, condemning the men who have led them into the wilderness of distress and lost business, and assuring us of their faith and loyalty; and we have great confidence that these their form the wilderness of distress and lost business, and assuring us of their faith

sufficient business sagacity to be contented when they receive what they ask.

Mr. Gude assures us, however, that the clouds are breaking, and that bill posters throughout the country are taking business without hindrance. We are glad of this. Shall watch the

from the bill posters), was practically overcome in ways other than bill posting. It discourages by our showing to them the resolutions of apolby our showing to them the resolutions of apol-ogy passed by your Association at Detroit, by our statement to them that the bill posters re-ognized their error, had manfally solven in the associated bill poster. There is not a month

their organization.

On this assertion, Messrs. J. L. Prescott & Co

We have written you at this length because we favor of the 14th inst. and to acknowledge it. All of our outside advertising is placed with The D. J. Gude Co., of this city, we expecting them to work out the detail in a manner which in their judgement they think best. \* \* \* However, the matter is with Mr. Gude, to whom we will refer your letter. Thanking your for your interest we are doing business. Our instructions were will refer your letter. Thanking your for your letters as were considered us to contract for \$100,000 worth of bill posting, the biggest flat appropriation ever placed in the history of bill posting business. Our instructions were, "Cover every town from Maine to California where we are doing business, with as effective a showing as possible for the greatest length of time that \$100,000 will procure. Lay your plans on that basis, and after same are completed, if you find more money is needed, do not hesitate to ask for it, but conneeded, do not hesitat further instructions."

Centilemes—In these days of strite and turmoil the part of the bill posters, to work for the among the bill posters and solicitors, every mutual interest of both the advertisers and word of cheer means something to the man who

don't mind the Association." But it bothered I.

You are probably as well aware as anyone in get the work. It might take a little time and the Bill Posters' Association, that the "Enam- delay the work in some towns; we might have eline" people were most unjustly treated last to take the paper of all of our customers out of year. Theirs is a short season for boom work,

they want to do any line of advertising, they want to do it for all it is worth. We started held them in line, however, on our assurance your comment, proof slips of correspondence them on bill posting last year with an experithat a special meeting would be called in Cinbetween M. Breslauer, of Minneapolis, and The mental appropriation of \$20,000. Prepared some cinnati in the early part of January, for the pur-

list), where our friend Fitzgerald refused to post the paper at Association rates because we was

Wisconsin the price they asked instead of foreing them to take more than they wanted. telling them that we could guarantee to give them a showing whenever they desired it and But why go into detail on which you are as where they desired it. We knew we could give

the country are taking business without hindrance. We are glad of this. Shall watch the experience of other advertisers with interest, and if the troubled waters are stilled, may make another trial of bill posting in '97. If we post at all, we shall post largely, and want to be assured of a clear track.

Very truly yours,

Very truly yours,

Very truly yours,

P. M. Berry, Mgr.

We are glad of this. Shall watch the merits of bill posting and induced them to make a very decent appropriation, and the very people that were to get the greatest benefit out of it were discouraging the output. What was the result? Within thirty days of the fight every back the confidence of these people. They may be brought in line again. They have plenty of money to spend and are willing to spend it your way, but you must win their confidence by hon-late; we did not need it then, and other arrangements had been made.

P. M. Berry, Mgr.

The merits of bill posting and induced them to make a very decent appropriation, and the very people that were to get the greatest benefit out of it were discouraging the output. What was the result? Within thirty days of the fight every back the confidence of these people. They may be brought in line again. They have plenty of money to spend and are willing to spend it your way, but you must win their confidence by hon-late; we did not need it then, and other arrange-ments and of the work right. Send us a proper list of locations. Faithful dependence of these people. They may be brought in line again. They have plenty of money to spend and are willing to spend it your way, but you must win their confidence by hon-late; we did not need it them, and other arrange-ments and the very people that were to get the greatest benefit out of it were discouraging the output. What was the result? Within thirty days of the fight every back the confidence of these people. They have plenty of money to spend and are willing to spend it your way, but you must win their confidence by hon-late; we did not need it them t

Mat the beginning of this season, when discussing the appropriation for '96, bill posting was again brought up, and Messrs. Prescott & Co.'s prejudice, (which was not against the method, but against the treatment their paper received from the bill posters), was practically conserved to the season and bagging methods.

This continual controversy is a great nuisance. It wish also to add in reference to rule 8, regarding "the advertiser having the right to place his posting with any bill posting firm giving the best satisfaction, provided he does not cut the prices." This I believe is right, as it is cognized their error, had manfully acknowledged it, placed themselves openly on record as having been mistaken, and pledged themselves to give the paper of all our customers the best possible showing that they could, and had elected us, without solicitation, members of their organization.

It is not an American idea or principle and the association members' work, and it does not compel the association members' work, and it does not compel the association members of work and given satisfaction, for the reason that some member has not given satisfaction.

It is not an American idea or principle and

Scranton, Pa., Feb. 6, 1896.

New York, Feb. 18, 1856
Breslauer Bill Postros Co.,
Minneapolis, Minn.

Minneapolis, Minn.

Messrs J. L. Prescott & Co., of New York in Messrs J. L. Prescott & Co., of New York in Messrs J. L. Prescott & Co., of New York in the cities of Minneapolis, St. Paul and Dulth that you will place and protect their tin signs in the cities of Minneapolis, Paul and Dulth for — per M, has been referred to us.

We do not know the exact situation in St. Paul and Dulth for Law of the the present time; as to the number of signs that are now placed, but as we will do a great deal of work of that nature at regular intervals, will be pleased to have you place 1,000 of these signs as an experiment.

We believe there is a shipment of 350 in Dultath now, bill of lading of which we will send you in 1 and 1 and

### HARRY MUNSON JOINS THE "INTER-STATE."

The Following Letter Explains Itself. An Interesting Communication from Harry Munson to Clarence E. Runey.

New York Feb 24 1806

Mr. Clarence R. Runey, Waukegan, Ill.

My Dear Sir-I beg to acknowledge the receipt

In reply to the same, I am gratified to have the same extended, and after thoronously investigating your principles, I believe the association will be a benefit to both the advertiser and its

members.
I enclose herewith a check for dues, with an provided it is accepted on the following condi-tions.

First: I notice the listed price adopted for cities with a population of over 150,000, is 12

I would be pleased to become a member of The Inter-State Bill Posters' Protective Association Second: I do not know whether you have any rule or by-laws prohibiting your members from

cut the prices." This I believe is right, as it is equally just to both the advertiser and bill poster,

It is not an American idea or principle, and such cases discourage the advertiser. All such cases are detrimental to our interests.

There is no doubt in my mind that an advertiser using our medium of out door advertising for publicity, will reach the public in a quicker, better, and in a more thorough manner, for less money, than in any other way, and I still further believe that the commercial part of our business, although increased largely in the past, will still continue to increase beyond conception

# Billboard Advertising

BILLBOARD ADVERTISING CO.,

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

### ADVERTISING RATES:

Advertisements will be published at the uni-form rate of twenty-five cents per agate line, rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trajalgar Buildings, Northumberland Ave., W. C. In Paris, at Breiano's, 17 Avenue del Opera. The Trade supplied by all News Companies.
Remitlance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscribt.

vanuscript. When it is necessary to wire us the instruction

and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati Ohio, Post Office, June 29th, 1895.

### MARCH 1, 1896.

THERE are cheering signs that the rank and file of the bill posters of America are could have been all of this, in fact, would of conventions, conclaves, reunions, etc., That catchy motto is liable to undergo an waking up to a realization of the possi- have been, had the majority of members are valuable pointers. Bill board space in alteration in the minds of many members waking up to a realization of the possi-bilities of their franchises. Here, there had their way. But, unfortunately, it is the towns in which they take place is it be: "You stick to me and I'll stick are encountered. On every hand, im- minority, who have shaped its course provement is the order of the day. New and dominated its every action. As a the great increase of floating population. and better boards are being erected on result, it is in a bad way. Dissatisfaction Watch our lists and bill accordingly. new and better locations; new and better is rampant. Many members of its various business methods are bringing about new subordinate associations are leaving it and and better service, and, most important of going over to the Inter-State, and others all, new and better men are coming to the are loudly clamoring for a radical change front with new and better ideas, who are in the administration of its affairs. blazing the paths along which the members of the craft in the future will walk will be a split in the organization, for gang now in control of the affairs of the in ease and prosperity. Narrowness and many of those who have its best interests Associated Bill Posters' Association is prejudice are slowly but surely giving way at heart have despaired of ever freeing it nowhere more plainly discernible than in to liberality and enterprise. The reign of in any other manner from the bossism the poster has commenced, for the bill that is now throttling it Still another

of the Inter-State Bill Posters' Protective numbers over one hundred and fifty members, and every day sees the addition of termined on, and as, if elected, they several more. The motto of this trade would constitute a majority of the board league is "guaranteed service at equitable of directors, it goes without saying that rates," a sentiment, by the way, which will find a responsive echo in the breast of every intelligent bill poster and adver-

ASSOCIATED effort, when properly con- money out of one particular method it is

first place, it considers opposition a local the natural complement of the other. issue, and, secondly, no special legislation or executive sessions are tolerated. It has nothing to hide, nothing to conceal. is why it is bound to prevail.

THE Associated Bill Posters'Association

There is every indication that there the Association would be ably handled.

tiser on the continent. It is an association that is not dominated by any one man, nor any clique of men; neither is it man, nor any clique of men; neither is it the bill posters of the country against man, nor any clique of men; neither is it the man that is not dominated by any one man, nor any clique of men; neither is it the man that is not dominated by any one man, nor any clique of men; neither is it the man that is not dominated by any one man, nor any clique of men; neither is it the man that is not dominated by any one man, nor any clique of men; neither is it the man that is not dominated by any one man, nor any clique of men; neither is it the man that is not dominated by any one man that is not dominated by any one man, nor any clique of men; neither is it to meet obligations aggregating nearly use at the different epocius.

The write-up of the Baltimore and the Norfolk and Portsmouth Typothetæ is the organized for the purpose of antagonizing they paint signs, the inference being that of \$2,700.00, or to increase the dues four feature article of the number. It is illustrated to the purpose of the number. It is illustrated to the number of the number of the number of the number. It is illustrated to the number of the number. advertisers nor fostering petty squabbles. they would rather sell sign space to adfold. Either course will solve the prob-Furthermore, it is not a so-called "close" vertisers than posters. This is mere lem, but how many members are going to giving portraits of the leaders of the trade association, but, on the contrary, wel- twaddle, pure senseless drivel. All of "go down in their pockets and put up" in Baltimore, Norfolk and Portsmouth. association, but, on the contrary, well-comes all bill posters of established reputhese gentlemen are in the business to few may be furthered, is a question which the segmentary of the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which to the few may be furthered, is a question which the few may be furthered, is a question which the few may be furthered. ditions are such that they can make more land next July.

ducted, is one of the greatest boons that only natural that they will devote most a trade or a particular craft can possibly of their attention to that particular candidate for honors in the field of enjoy. The friendly intercourse which method, but any advertiser desiring to journalism appeared for the first time, always ensues, leads to mutual inter- post can be ably and intelligently accom- February 22d. It is bright and newsy, change of ideas and this in turn inevit-ably redounds to the individual advantage should bear in mind that every time they superb. Several surprises are encountered in a cursory perusal of its interesting sell a sign to an advertiser they make a pages, not the least of which is the adver-This is the principle on which the Inter-convert of him to out-door advertising. tisements of non-Association members, State Bill Posters' Protective Association | If he should ever embark in it extensively | especially that of the Chicago Bill Posting State Bill Posters' Protective Association If he should ever embark in it extensively is organized. It seeks the greatest good he must then use the bill boards if he of the Inter-State Association, is manager. of the greatest number. It is not, and wants to buy it cheaply. Let it be borne of the fact that it was launched never will be, operated in the interest of in mind, therefore, that mural signs and in the sole interest of the Associated Bill a few leading members, because, in the the bill boards go hand in hand One is Posters' Association, it strikes the casual

ADVERTISERS are referred to our list of nothing to mide, nothing to concean.

The point of advertising patronage it has fared sumptiously, and as a consequence, the which it is ashamed. That is why it is month to month. There promises to be first number is produced at a comparagrowing, that is why it is prosperous, that more than usual despite the fact that this tively small loss to the Association, (probis a presidential year. There are few lines ably not much more than three hundred of goods which will not benefit from the each succeeding issue will be more and advertising accruing from a well-displayed more elaborate, consequently the monthly exhibit. Bear in mind, too, that our lists deficits have every opportunity to grow. enhanced many times its ordinary value you"? during the time they last, by reason of

### THE FINANCES

Of The Associated Bill Posters'

posters have finally realized that they, faction is counseling unity, but quietly revenue which will accrue to the organwe live in an age wherein the privileges laying their plans to overthrow the gang ization under the scale of dues adopted at of the ordinary, good German citizen is and they alone, could enthrone it.

\* \*

Nowhere is the revival, the great change, more noticeable than in the change of the c make it successful. Geo. M. Leonard argument, that they will not exceed last Association. Though scarcely six months for president, Geo. Rife for vice-president year's total, we have the following list of old, this splendid organization already H. H. Tyner for secretary, and Jas. Curconvention, viz.

Ordinary Expenses\$	886 oo
Drawing a Bond	
C	150.00
Secretary's Stenographer	250.00
Due BILLBOARD ADVERTISING	-30.00
Donation to the same	300.00
Donation to Stahlbrodt	450.00
Publishing The Bill Poster 6 months	7,3-110
at 3-6-it at a	
at deficit of \$300.00 per month 1	,800,00

### "THE BILL POSTER."

observer as strange that the initial number should be given over largely to the interests of the American Bill Posting & Advertising Co. and sundry circuses. In point of advertising patronage it has fared dollars). We are assured, however, that

### IN KANSAS

The Donaldson Lithographing Co., of expresses the writer's feelings:

Yours of Jan. 20th, received, and in the financial condition of that sterling tainly not read up on Kansas laws, etc., The secretary writes us in regard to the the dear people your book beer poster, for

"Hoping my explanation is satisfactory and that we may live to see the day wherein a man can use his own pleasure without making a felon or perjurer of himself to get his beer, I remain, gentlemen, yours to command. "\_\_\_

February Paper and Press contains a very interesting history of type-making, ONE of the most effective arguments There is little that needs to be said. illustrated by plates, showing the progress tiser on the continent. It is an associa- used by the gang now in control, with The problem before the members is how of this art, and the different machines in

tation and recognized standing no matter sell an advertiser what he wants. If con-will be emphatically answered at Cleve-Blank Book Making all command a careful study.

MARCH, 1896

This handsome and vigorous young

Cincinnati, recently put on the market a nine-sheet Bock Beer Bill, and sent, among others, some samples to the bill posters. Some of the replies are very characteristic. The following was received during February, and certainly

### THE GOOD OF THE BILLBOARD poster matter must be adapted to the may be, he has no right to be too busy to

naked eve.

By NATH'L C. FOWLER, Jr. Doctor of Publicity.

Written for BILLBOARD ADVERTISING,

Billboard advertising pays. I know it pays, because I know it pays Rillboard advertising is universal.

Most of the people who can use billboards use billboards.

Generalities, not exceptions, prove the rule of profit.

That nearly all great business houses and many small ones, have used or do use posters, either proves that billboard advertising is profitable, or that ninety per cent of the advertisers are fools.

People do not do the same thing ove and over again, and recommend the doing of that thing to others, if there on the billboard. isn't something in that thing.

The success of billboard advertising like the success of every other class of ing gum, in fact everything else of necadvertising depends upon the proper developement and handling of the adver-

Everybody believes in the magazine

Half the magazine advertisements don't pay, or else don't pay as well as they should pay.

The reason they don't pay is because they are not made to pay.

In these days nothing pays unless it is made to pay.

Half the billboard advertising doesn'

pay as well as it should pay. It must be made to pay.

The business man who does his own bill posters, is as big a fool as the man who takes one remedy for every disease.

The dry goods man is not adapted to the selling of steam engines and monkey wrenches, nor does he understand the pay. mechanical part of any class of advertising, including bill posting.

better, because he is better posted, than business. the most successful business man who may be posted on everything save bill posting.

horse doctor must doctor horses, and the business man mind his own business by attending to his own business and letting other business men attend to that part of but his trained dishonesty is as safe for his business which is their business.

First, find your bill poster. Second, find something to advertise. Third, consult the bill poster. Fourth, make your contract.

Fifth, have your bill poster, or some poster printer, set up your advertisement, which must be in the extreme of brevity. People don't stand close up to a poster; they read it at a distance, therefore i

must be readable at a distance. Brevity is the one great essential for bill poster composition, and the largest distance, is the next consideration, almost as important as the first.

Pictures are sometimes necessary to the upon his business. effective poster, but don't use pictures big type and no pictures, than small type trade papers. and meaningless pictures.

The poster is nothing more or less than newspaper advertisement stuck up on board or wall, and it should contain subtantially the same matter, set so as to be seen at a distance.

Colors generally pay the extra cost, for people will see color at a distance, and be let each color throw into relief the other

I know of nothing that cannot be advantageously advertised with a poster.

circuses have been properly announced

Everywhere one sees posters of corsets. nderwear, food, entertainments, chewessity or luxury. Billboard advertising is simply one

legitimate method of publicity, to be used by all advertisers who can use it. and that means all advertisers.

Billboard advertising must not be used exclusively, except in exceptional cases, nor has it been found profitable to confine one's advertising to any successful method, for the success of advertising is in the use of every kind of advertising which can be used profitably, not in confining one's self to any distinct kind to the exclusion of others. There has never been a case on record where a man who advertised to the extent of say a thousand bill sticking, or hires his own men to do dollars, and successfully, who could not it, unless those men have been professional make more money proportionately by increasing his advertising appropriation within reasonable limits.

> Billboard advertising pays, and som times pays when you don't try to make i

Billboard advertising always pays when the same attention is given to it as to the the same attention is given to it as to the conduct of any successful part of the

It is your business to make your bill board advertising pay, by giving your in this class of advertising.

The bill poster may be dishonest, there are dishonest men even in bill posting, you to follow as your untrained integrity. The man who knows how to do some out of you than he ought to, than the man of success who knows nothing about the particular conditions of the method.

It would be a mighty good thing for progressive advertising if every advertiser read BILLBOARD ADVERTISING. I read it myself, and I know nothing about anybody connected with it. It is filled with good ideas, any one of which is worth type, readable at the greatest possible more than it costs. Every business man who does even the smallest amount of advertising should be a subscriber and Better have your poster of twenty-five reader of every publication devoted to words, which people will read and can publicity, for all of them together cost read, than to have two hundred words very little, and there may be one idea a upon it, which nobody can read without year in one of them, which will put many carrying opera glasses, and as opera glasses are not a common common common dollars into the money box of the reader. His sea sketches have won him a reputation glasses are not a common commodity, bill I don't care how busy the business man as a writer.

read and study every publication bearing

I have never seen the record of a suc that don't mean anything. Better have cessful business man who did not read I have never known a minister who did

not read religious publications. There never was a good doctor without

a good many good medical papers on his

There never was a lawyer without a law library.

There cannot be a business man of sucattracted to it, but don't use faint colors, cess unless he be surrounded with the periodical and other literature of his trade, which broadens his ideas, and sets in motion trains of thought which never would leave the station of his mind if not Everything from church services to rung up by the bell of trade journalism.



### G. E. FISCHER.

Mr. G. E. Fischer, Manager of Fischer's Distrisomes of revolutionary stock, his father being sent, because they are particular as to the descended from the John Hancock family of conjugny they know Mass. At the age of ten years he went to sea as a cabin boy. At the outbreak of the civil war he bosting.

board advertising pay, by giving your was first mate of the Clipper ship Morning Star, best judgment to it, and by taking the advice of those who make their livelihood brother-in-law in the navy He was one of the crew of the "Star of the West" sent to re-enfor Fort Sumpter. In 1863 he lost his hearing from ship fever, and remained on shore until the distributors have complained also, of beclose of the war, when his brother-in-law reling unable to obtain payment for work signed and took command of a wrecking vessel. Fischer joined as steward, and in that position, or as a diver, he remained until 1879, when he received injuries that laid him up in a hospital thing is a safer man for you to follow, for eight months. In 1881 he went to Texas. even though he may make more profit state he returned north, and moved to Ohio In 1884 he came to Omaha in search of health found it and a wife. In 1885 he was appointed local agent for C. I. Hood & Co., and closed his fifteenth year with that firm. Grad ually he obtained work from other firms until now, the Fischer Distributing Agency has a reputation for doing honest work, and its patrons are from Maine to California. M the International Association of Distributors of Vice-President, and has always been an activ

worker for the Association. Three years ago the agency was reorganized, and now consists of G. E. Fischer, Manager A. F. Fischer, O. P. Goodman, Secretary, who is also manager of the firm of Goodman Bros In his leisure Mr. Fischer has been a contribu-

### Distributors' Chat.

All members of the I. A. of D. should keep in touch with W. E. Patton, second Assistant Secretary, reporting frequently the names of their patrons in order that fresh and reliable lists may be printed and kept up to date. Frauds also should be immediately reported to Mr. Patton and BILLBOARD ADVERTISING

W. H. Steinbrenner has just finished a 75,000 job for Peru. Ind.

The Von Graef Medical Co., of New York, are asking prices for distributing books and circulars

The following firms contemplate placing both distributing and posting in the South in the near future. H. R. Allen, Surgical Institute and Sanitorium, Indianapolis, Ind., California Fig Syrup Co., Chicago; C. I. Hood & Co., Lowell, Mass.; Brown Chemical Co., Annapolis Junction, Md.: Dunlap & Williams, Druggist, Wau-

W. E. Patton, of Corinth, Miss., appreciates the stand for the right that BILL-BOARD ADVERTISING has taken

The following firms are distributing samples and other advertising in various sections, principally East of the Mississippi river: Diamond Soap Powder Co., Philadelphia, Pa.; The Nux Phosph Co., Pittsburg, Pa.; Cheeseman & McKinnie. Pittsburg, Pa.; New Jersey Mfg. Co., Jersey City, N. J.; Walter Baker Co.

Col. Haynes, of Ironton, ought to be a little more careful what he signs his name to. His report of the postponed convention of the International Association is about as misleading as it possibly could

There are those who are inquiring and desire to know what business it is of the Ironton Colonel whether the International buting and Advertising Agency, of Omaha, Neb., comes of a sea-faring race on both sides, and was born on his father's ship, July 16, 1838. He

Ironton Colonel whether the International Association of Distributors met or not. They surely did not invite him to be precompany they keep.

> The Novelty Plaster Works, of Lowell, Mass., conducted by C. E. Mitchell, is receiving considerable adverse criticism on account of the contract used. Several done in the regular way, without the contract making Mr. Mitchell sole arbiter.

> ESTABLISHED 1802. The OREGON Circular Mailing. Advertising and Distributing Agency, L. W. ROBBINS, Manager. Lock Box 50. Central Point, Oregon.

> ELGIN, ILL. Population 25,000

**ELGIN BILL POSTING** North America, and holds the position of First Advertising & Distributing Co. FRED W. JENCKS.

> TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

> Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager.

### THE BOYCOT WAS AN ENTIRE FAILURE.

Liegett and flyers are screne and They have no quarrel with the Association. encourage them to adopt the All of the members of the "Associated" save the exclusion of other mediums. three, are willing to post their paper

The boycot will never become a poputhem, too, have spoken. The vast correspondence of the Liggett & Myers Co. fore existing, and have signified their not contracting for posting through any associ and the Cream City Bill Posting Co, of use his boards at the price he quotes. In three or Milwaukee.

TISING called upon the Liggett & Myers B. P. A. In two cases, they threaten me with Co., Pebruary 19, and interviewed Mr. dire disaster by reporting me to R. C. Campbell W. H. McAllister and Mr. E. G. Peck W. H. McAllister and Mr. E. G. Peck. Both gentlemen are emphatic in asserting that they have no misunderstanding with the members of the Associated Bill Posters

Association, and point with pride to the fact that but three members of the organfact that but three members of the organ-order ization have refused their paper. They are equally emphatic in stating that there will be no further annoyance or friction, for the reason that they have cancelled all orders for paper now in the hands of all orders for paper now in the hands of the printers, and will henceforth use other tising Co. would handle all or none. I did not

they have obtained in Minneapolis, St. Paul and Milwaukee have always been vice in another city which is not satisfac-

All paper which they had on hand is placed to their entire satisfaction, and they could continue to place all they could print, did they so desire. They have reason to believe, however, that certain other mediums, which they have in stands, using nothing now but a 4x6, one sheets contemplation, will yield them satisfac- and snipes. tory results, and having neither the time nor the inclination to pursue even a slight controversy, they may henceforth abandon the boards.

It is possible that limited editions may be run, in order to accede to the earnest and urgent requests of certain of their old friends among the bill posters, but other avenues of publicity may be gener ally adopted in the near future.

Messrs. McAllister and Peck extend their respects to the Association as a whole, and to the members individually their most sincere and cordial regards.

Messrs. Compton & Sons, who have heretofore secured all of the contracts for printing the immense quantities of posters used by the Liggett & Myers Co., are not disposed to regard the matter so cheerfully. In fact, they are pronounced and outspoken in denouncing the outrageous measure which is proving so costly to themselves and to bill posters at large.

They affirm, and with much show of truth, that it looks very much as if the Messrs. Compton & Sons, who have

They affirm, and with much show of I notice great fault in this line in the work of

Associated Bill Posters' Association was organized for the sole purpose of antagonizing advertisers and driving them off to have a half inch space in some backwoods

Chicago, Ill., Feb. 25, 1896.

Editor BILLBOARD ADVERTISING, Dear Sir-In reply to your esteemed favor of tells a story and an eloquent one. It demonstrates that every member of the with the Associated Bill Posters' Association as "Associated" to whom the paper was offered, save three, are willing and anxious to continue the pleasant relations hereto-fore existing and have signified their the president's letter. The three firms who refused it were M. Breslauer, of Minintention of handling the paper, despite tion, but dealing with the bill poster direct, I am neapolis, I. N. Scott & Co., of St. Paul, think it will prove profitable to our company to four instances, as I said before, I have received replies that were anything but businesslike A representative of BILLBOARD ADVER- and in each instance, from a member of the A

neir president.

I called on Mr. Campbell, and took occasion

nediums.

They say frankly that the service that

Co. is handling all our paper and doing the work

well.

I say, give every man a fair price for his work, Paul and Milwaukee have always been splendid, but they do not intend to allow this fact to compel them to accept a serconsiders he can not afford to pay, don't find fault with him. If a bill poster's boards are worth more to him than they are to the advertiser, they are his, and that should settle all

we are shipping paper as rapidly as we can fill the orders, and some of the boys have had to wait for paper, but we will supply them all very soon now. We have changed the size of our

Trusting I have not encroached too much on ed space, I am,

Yours very truly, D. R. TALBERT, Adv. Agt. California Fig Syrup Co

Ardmore, Ind. Ter., Jan. 14, 1896.

ditor BILLBOARD ADVERTISING,

Dear Sir.—I read with pleasure the article of January number, headed; \$am W. Hoke, in the January number, headed; "Some Criticism and Suggestions," and think the majority of bill posters could put his suggestions to practical use with great profit to their business.

I have reference more especially to drawing a 'dividing line' between the advertisers' paper. I have always done this, and it gives much better satisfaction to all concerned.

truth, that it looks very much as if the G. Runey & Son, of Waukegan Ills., as shown in

their display ad on page fifteen, January issue Editor BILLBOARD ADVERTISING.

with his work, and you will have to steal the Lar measure in the Associated Bill Posters

CALIFORNIA FIG SYRUP POSTERS

time from your business to write letters as I importance to bill posters than they are to one have done in this case. I suggest the plan of another. Respeccfully, taking ordinary blank white paper, tack on the wall eight or ten sheets. Take "Printers' Ink. I mean in this case, the kind you print withthough I wish to say, it will do you good to take the other one too—thin it with gasoline, and a small quantity of this compound will black these ten sheets. Then you can cut them expense you'll always have a border. Use these in dividing your work; the result will be most pleasing to you and your patrons I assure you.

Another thing, fellow-craftman: You should always have an eye to the "fitness of things," and the artistic arrangement of your paper. Place such styles and colors in juxtaposi will intensify the other by comparison. Don't fill up one corner of your board or of the stand with descriptive matter, and the other with display type or pictures. Sandwich one between the Inter-State is taking advantage of the other, the general effect is better and it makes the reading matter read plainer and makes each picture show plainer.

Now I want to jump on the poster printers and

lithographers about the old styles in type and in stock letters which many of them are still using. For love of progress discard; get some-

stormers, who were using the same letter I was familiar with on posters twenty years ago.

I think poster printers should look after the public needs at the present time. stock letter department of their business with as much of a desire to excel in good work as they

do in the lithographing department, which all admit to have made most wonderful progress in

Dear Sir-Please tell the poster printers of the nizing advertisers and driving them on to have a half inch space in some packwoods the boards altogether, instead of trying to "weekly," than to have my ad mixed up in such a mess, and you all know what we think of "wasting your money" that way. "wasting your money" that way.

Block them off, brother, and make every adests to serve, besides those of the bill poster; in wertiser think you have taken the most pains fact, we believe that a printer who persuades with his work, and you will have to steal the

> P. F. SCHAEFER, Pres't. CLARENCE E. RUNEY, Sec'v.

We could not say it half as well as you have yourselves, gentlemen.—EDITOR.

There is considerable truth in the following extract from a communication of a prominent member of the Associated Bill Posters Ass'n, viz: "This rule or ruin policy of Stahlbrodt, Campbell, et al. has tion, as given many advertisers the impression that the Associated Bill Posters' Association demands exorbitant prices, and the situation by emphasizing the fact that they stand for equitable prices.

C. H. Clough favors us with a copy of The Trademark for February, and along thing new; it will help your business.

Last week only I posted a troupe of Barn which call our attention to certain specialties which W. G. Johnson & Co. think

Clough's advertising is always bright, and tells its story in a manner so interest ing that one is compelled to read it all, if for no other reason than to see what he says about such commonplace articles as office fixtures, furnishings and stationery.

# PENNY STAMP

Will-bring you a sample of a "business bringer" that will set the

whole town to guessing.

Cheaper than newspaper advertising: more novel: will draw trade direct.

W. Chandler Stewart. 4114 Elm Ave., Philadelphia

NEW POSTERS

# SPRING STYLES

In Hats, Shoes, Clothing Cloaks, Millenery, etc. Samples free to agents, bill posters and printers.

Che Donaldson Litho. Co. CINCINNATI.

### Personal Mention.

MARCH, 1896.

C. R. Hood, who represents W. J. Morgan & Co., of Cleveland, O., is on the staff of The Bill Poster.

The Empire Bill Posting Co., of Indian apolis, Wogan & Co., of Boston, and Seibe & Green, of San Francisco, have joined the Inter-State Association.

C. C Ames, manager of the Old Colon Bill Posting Co., at Providence, R. I., is an enthusiastic member of the Inter-State Association

W. C. Tirrill and C. B. Tirrill, operating as The World Advertising Service, at Lima, O., have issued a folder containing the provisions of the license applying to bill posting at that point. It is printed on very red card board, and the inference is that it is intended as a danger signal to warn itinerant or tramp posters to keep off the grass.

F. M. Groves, of Evansville, Ind., E. Sparrow, Vincennes, Ind., J. M. Dishon, Terre Haute, Ind., and O. M. Tichenor Princeton, Ind., all formerly members of Mr. Stahlbrodt's association have left that organization and joined the Inter-State Bill Posters' Association.

Al. Bryan is spending considerable time at the new Akron office. The Cleveland office is ably conducted, in his absence. by Mr. Chas. F. Bryan.

Detroit, St. Louis and Kansas City are considering the advisability of letting a private company have the privelege of advertising on the street corners, in consideration of placing the street name at the top of their signs.

The Albany Bill Posting and Advertising Co. has been incorporated. Capital, \$1000. Directors, James H. Carroll, W. H. Buck, C. H. Smith.

H. B. Smith, of Washington C. H., O., keeps four men going all the time. This fact speaks well for Mr. Smith and shows that his work is effective for the adver-

The Huiest-Stout Sign Co., of St. Louis, have a one sheet poster for themselves, which is bound to attract attention. It is good strong bill.

E. Dockstader, manager of the old es-

Artistic bill posting and careful hous to house distributing, is what the adver-Advertising and Bill Posting Co.

Walter Baker's Cocoa is being advertised throughout the middle west by

The Cincinnati Commercial Gazette is advertising with a tasteful poster exe- Inter-State. cuted by the Strobridge Litho, Co.

with the band wagon. This spring he than the character of the advertising builds 1000 feet of painted bulletins along which is on the boards in the several the line of the C. B. & Q. R. R., at Aurora. localities. The North Side seems to lean Forty eight passenger trains a day and all toward the theatres and other amusethe freight trains on the two sysems pass ments, while on the South Side, theatre

The bill poster at Hastings, Neb. is licensed, and controls all display advertising priveleges there. His work is firstclass and he is I. S. Craig.

much unnecessary noise about it, has, in The painters had the permission of the all probability, the best equipped plant in occupant. Kentucky, and, Louisville barred, he has more boards. Mr. Fairchild has recently extended his business so as to include

Reese & Long control 7,500 running territory covers the heart of the Anthra cite region, and is an extremely profitable field for advertisers. As a result of this happy state of affairs, Reese & Long are on the crest of the wave of prosperity.

The bill posting business in Philadelphia has always been profitable. The American Bill Posting Co., of that city, enjoys the distinction of being the most profitable plant of its kind in the country. The concern is under the direct control of S. H. Robinson, who, although one of the young men in the business, has demonstrated that he knows the best way to make a bill posting business profitable to its owners and patrons.

"Hote's Brush Advertising" is going the rounds. Those who let "Hote" get their name up are among the prosperous ones of the earth.

The local merchant who takes a certain on the right track.

Joseph Wetter & Co. have sent us some tablished Spencer Bill Posting Co., of advertising for their numbering machine. Janesville, Wis., is making evident his Their catalogue is well-arranged, both as ability by giving some very effective ser- to type and illustration. The argument vice. He does not go to sleep afterwards is convincing, and it is safe to say that ciated himself with Arthur M. Plato, of either, but gets the knowledge before the any printer will think twice about num- San Francisco. The firm to be known as bering machines before he throws any of The Pacific Advertising Service, Plato & this advertising in the waste basket.

tisers finds in Sioux City, Ia. This has past month, is a very neat folder from W. is high among advertisers and bill posters R. Burnitt, advertising his bill posting alike. he came into control of the Sioux City business in Ardmore, Ind. Ter. The recipient cannot fail to get a good impression of Burnitt and his boards.

Van Camp's Pork and Beans is billing announcement to theatre managers, the the advantage of themselves and all that the country with a three sheet and a one name and character of his next season's

No better witness to the tastes of Chi-Boru Marvin, of Aurora, Ill., keeps up cago's various divisions can be found advertisements are comparatively rare. The windows, when used for advertising American Lady Corset stands. at all, containing a lecture or concert notice.

The owner of a building in Port Huron Mich., had the two men who were paint-O. P. Fairchild, while not making ing "Battle Ax" on his building arrested.

On February 1st, about three hundred painted bulletins and mural signs, and street, Chicago, was made available for the display he is getting is surely very advertising purposes by removals from the stores. The theatres scooped it in.

Pittsburg's Chief of Police investigated feet of space in Scranton, Pa. alone, and the fight which took place over the space they contract for and bill eighteen towns at the corner of Fifth avenue and Smithwithin a radius of eighteen miles. This field street, and arrested eight of the participants.

> The Superintendent of Police in Pittsburg, has ruled that in the future no more ciation. lithograph boards will be allowed on the streets. This is a move in the right direction. Lithograph boards unfastened are not only a nuisance, but more than half their value is lost.

"Have you seen Sterling Machine? We wonder if the Sterling folks mea for the public to consider their wheels in same category with And his flying machine.

Chapman, of Cincinnati, is distributing samples of Baker's Cocoa, together with a neat receipt book; also Chappelear's Bronchini" Cough Cure folder.

Mulvihill, of Omaha. Is there anyone a calendar of the current month, and is a space on a line of boards by the year, is who doesn't know Tom Mulvihill? Well du Lac, Wis., is a member of the Interfor their benefit, let it be said that he has in Omaha, South Omaha, and Council Bluffs, a line of boards which completely over these three cities.

> Geo. A. Treyser, of Chicago, has asso Trevser, Experts.

Mr. Plato has been "on the coast" for Among the advertising received the the past twenty years, and his reputation

> knows, was the bill poster of Chicago for State. twenty years.

The immense possibilities in the adver-Lised throughout the middle west by Elisha B. Worrell, in a lecturing tour.

The personal popularity of Mr. Worrell is great and his firm will derive much good from his work.

The personal popularity of Mr. Worrell is great and his firm will derive much good from his work.

The middle west by John W. Isham is advertising his Oriental America with a card to fit an envelope, ex8 inches. The card is neatly through that beautiful country two years ago, and his association with Mr. Plato cannot result otherwise than greatly to attorney.—Cincinnati Times-Slar. John W. Isham is advertising his Ori- tising field on the coast was manifested

J. J. Baker, the enterprising bill poster L. M Crawford, of Topeka and Wichita, at Johnstown, Pa., has a large local patfollowed close in the Tribune's wake, and Kas., and St. Joseph, Mo., has joined the ronage. He expects a big boom during the Firemen's State Convention in that city in October.

### ST. LOUIS.

Genial Jack Whelan is in charge of Col. R. J. Gunning's interests in the St. Louis Bill Posting Co.

The Huiest-Stout Sign Co. are posting

Compton & Sons are running night and

The Great Western has already responded to the efforts of Manager Ed wards. The work now coming from this office is splendid

There were just three firms who refused feet of space in the busiest part of State Liggett & Myers' paper as a result of President Campbell's boycott letter. They were Breslauer, of Minneapolis, L. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee. All the rest refused to obey the order, many of them writing to Liggett & Myers, and assuring them of their intention

> The Great Western Printing Co., havjoined the Inter-State Bill Posters' Asso-

### Printing House Gossip.

D. E. Russell is with the Greve Litho. Co., of Milwaukee.

Pat Shannon, of the Riverside Show Print, of Milwaukee, owns a ranch in California, on which he spends his winters.

W. J. Morgan & Co. wiil probably join the Inter-State Bill Posters' Association in the near future

The officers of the Greve Litho. Co., of Milwaukee, are as follows, viz: Hans. Greve, President; J. C. Bird, Secretary; R. Pfeil, Jr., Treasurer.

P. B. Haber, the Show Printer at Fon State Bill Posters' Association.

A. W. Mudge is with Forbes Lithograph Mfg. Co.

Alfred S. Seer, president of the AS. Seer Printing Co., New York, committed suicide Feb. 27, by shooting himself behind the right ear. He died instantly.

The Greve Litho. Co. and Compton & Sons have joined The Inter-State Bill Posters' Association.

The Donaldson Lithographing Co., Mr. Treyser, as everyone in the world of Cincinnati, O., have joined the Inter-

TO BE WOUND UP.

extracts from letters, most of which are from Members of the A. B. P. A. and its

The following extracts from correspo dence with various members of the A. B. P. A. are reproduced here without alter ations or eliminations of any kind.

"I am very glad to see the stand you have taken re A. B. P. A. troubles, and believe you have the best wishes of the majority of the Association. We hope to be able to straighter the whole matter out at Cleveland next July.

"February number has just come to hand. Shake. Your vigorous denunciations of the gang will find an echo in the breast of every

"Already they are calling it Campbell's paper. and it is perhaps needless for me to say that you of us are onto him. We like you and we are have five friends among the members of the

"Can you tell me where the constitution say there shall be only one member to one town? I cannot find it, and I do not believe any such

"I don't suppose I would ever have thought of dvertising if it had not been for your excellent

"We have just received a letter from Chicago, Schiller Building, stating that your paper was no longer the organ of the A. B. P. A., and that a newspaper would be issued Feb. 15th, known as The Bill Poster. As we are interested in this matter, we take the liberty of writing to you to find out why they ask men who are engaged in the bill posting business to withdraw patronage from you. If you are out against the "gang," all we can say is that you will find us on your staff.

Please send advertising rates, and we will help

"I am going to post Liggett & Myers' paper and California Fig Syrup too. When I joined the Association, I thought it was formed for the purpose of encouraging the advertisers to post. It seems I was mistaken."

"Last number of BILLBOARD is a daisy. fully endorse everything you say."

"Where does the president get his authority to such law there. If he asks it on the score of a personal favor, he's got a lovely 'gall.' Wonder if he thinks the boys have forgotten the way he favored them when he was ahead of For

to kill bill posting by driving business fir the magazines and newspapers."

"You're all right, and we are with you, every

"I cannot find anywhere in the laws of the Association where I agreed to refuse work, and I am not going to do it. I want work. That is what I am here for, not fussing and quarrels

We want a different set of officers next year Men like Geo. Leonard, John Mishler, Mike Breslauer and Henry Tyner. I think Curran is all right too, but he is in bad company. Clear

"Go for them. You are bound to win."

"I am sick of Stalnbrodt and Co. I joined the Inter-State to-day."

"If Stahlbrodt, Campbell and Carroll want t bust the Association, why don't they say so?"

"The gang is doing all it can to bust the A. B. P. A. It looks as if the Inter-State Association will

"You advised us to stick together, and let the majority rule. I am following your advice, but I'm getting awful sick of their funny business."

"Correct. \* Rouse mit 'em,' say I."

"Why can't the A. B. P. A. and the Inter-Stat

"I am going to Cleveland next July and if going to join Runey's Inter-State Association.

"I, for one, will not pay Stahlbrodt's rent, no self-sustaining by this time, I think he ought to go back to Rochester where he belongs."

bill posters than the 'gang' or the Association either. If compelled to choose between them,

"I was supposed to be dead, but I voted for you and stood up for you. You can count on me next fulv."

"The Bill Poster will not live long. We won't support it, and we will support BILLBOARD ADVERTISING. It has always been our friend.

"--- is a big. leather-lunged bluff, and most

"Enclosed please find a dollar for a year's subscription. We are not saving much but we

"I will advertise where I please, and I will run my business to suit myself, and I do not want but just to show that if you any advice from him or anyone else. I was not law right, you can enforce it. at the Cincinnati convention, and I do not regard
myself as bound by its actions, which I think
where your protection lies.

"Enclosed find one dollar for subscription to BILLBOARD ADVERTISING. I can't do without it. I am glad to see the honorable stand you do the only way."

Boise City, Idaho, Feb. 7th, 1896. Editor BILLBOARD ADVERTISING,

Dear Sir-Your esteemed favor of the 4th is at

Our Mr. Spaulding made application to the

ing ourselves, we remain,

Very respectfull and truly yours.

SPAULDING & CORDON

Per R. G. SPAULDING, Mgr.

### THAT LICENSE OUESTION.

ditor Billboard Advertising. Dear Sir-In reference to the article, signed presume, in writing his article, from his or experience. I, also, have seen licenses issued to several bill posters, in towns surrounding me, which worked very charmingly. I admit, it is no protection to pay a high license, but, nevertheless, it is some protection to pay a reasonable one. In towns of 10,000, ten to fifteen dollars is not a high license; yet it is reasonable enough for the bill poster to pay, and far too high for the advertiser or distributor who comes to the town for the purpose of scattering broads advertisement, thus defrauding the bill poster out of his rights. I desire to say that one shipment of Dr. Miles' advertisements pays my license nearly for the year. I can not see that if a man will spend the amount of his license in im-proving his plant he will gain more than by

having a license ordinance. I pay in this city

t simply shuts out everything. Of course, once will bring business, and with business there is in a while, a man slips in, but very few. The something to pay license for. man, if he is a hustler, will never allow his boards to become "ratty." A man of that kind will never take the trouble to pay for a license, r see that one is paid. That is no argument a all against license. If a man has good boards. cense or no license, his appropriation of paper vill not be reduced.

Just what the law is in other states, I do not

know but the statutes of Illinois give every city the right to regulate those matters. Of course, Be it enacted by ity without looking it up, but if Jones' agent don't want to use Peter Smith's boards, he must be used whack no ten dollars here, just the same.

Section 1. That from and after the passage of this ordinance, no person or persons shall engage in the business of bill posting in the City por shall distribute in the streets, alleys if the town isn't a city. I do not know the author The consequences are, his work will not amount of Erie, nor shall distribute in the streets, alleys to that much in the smaller towns, hence he or lanes of the said city, any bill, picture or adsaves money by giving it to the bill poster, who never would or could have got that job except by his license. The only way not to make an abmenagerie, or other exhibition for pay, or any surdity out of it, is to make a proviso, allowing home merchants the privilege of advertising as hereinafter specified, unless the said person their business free. Then they have no kick or persons shall have first been duly licensed by and will stay by you. We do not have license laws simply alone to bring business, but also for Sec. 2 Any person of good character, desiring o anvone he pleases.

but just to show that if you work your license said licensee shall perform the duties of hi

Keep on the good side of the police. There is

for their town, and will send me five dollars for my trouble, I will draw one that will stick.

CHAS. C. MAXWELL.

Anaconda, Mont., Feb. 8th, 1896. Editor BILLBOARD ADVERTISING.

Dear Sir—I notice in the February number, a communication under the head of "License". I claim that the writer is wrong, on these grounds, first: That a bill poster in any city, town or vilhand and we are pleased to make you the fol-lowing reply: Our Mr. Spaulding made application to the
A. B. P. A. for membership about the first of
August of last year. This was after an annual
meeting of that Association, and consequently it
and Mr. Bills doesn't like it; so Mr. Bills goes
could not be acted upon before another meeting.
This so-called meeting was recently held in your
This so-called meeting was recently held in your
the bill cortee hee paid for paper and printing,
the bill cortee hee hear raid and in less than
the bill cortee hee hear raid and in less than
the bill cortee hee hear raid and in less than
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the bill cortee hee hear raid and in less than
the bill cortee hee hear raid and in less than
the bill cortee he hear raid and the like. Supposing Mr. Smith gives
nuisance therein, or prevent the posting of not
it is dewalks and alleys of the city, or create an
nuisance therein, or prevent the posting of not
it is dewalks and alleys of the city, or create an
nuisance therein, or prevent the posting of not
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nuisance therein, or prevent the posting of not
it is a dewalks and alleys of the city, or create an
nuisance therein, or prevent the Secretary of the A. B. P. A. he was elected to membership.

However, permit us to say right here, that the firm of Spandding & Gordon, through its man ager, R. G. Spandding, wishes to inform you, as editor of the best trades paper in the United far license all bill posters. The law will then give purishmable by a fine of not less than five (\$5.00) and the such person, firm, association or corporation is directly engaged.

Sec. 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) and the such person is directly engaged.

Sec. 6. Any violation of corporation is directly engaged.

Sec. 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) and the such person is directly engaged.

Sec. 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) and the such person is directly engaged.

Sec. 6. Any violation of the provisions of this ordinance shall be deemed a misdemeanor and any person upon conviction thereof, shall be punishable by a fine of not less than five (\$5.00) and the such person is directly engaged. satisfaction. Second: I say your correspondent is wrong again, when he says that where a bill and in default of the payment of such fine, such States, viz: BILLBOARD ADVERTISING, that it is now, and always will be with and for the Inter-State Bill Posters' Protective Association, and as brother O. J. Gade says, "I'll stick this up any-brother O. J. Gade says, "I'll stick this up any-way; it's for the good of the Cause."

Satisfaction. Second.

Second. Second. I satisfaction and in default of the payment of such nne, such poster pays license, he lets his billboard go ragged. Well, my opinion is, he never ought to go into the business, for he is no bill poster, who each dollar of fine and costs so imposed and unpaid. to my knowledge, ever had a monopoly in any city, for I think that the Council or Aldermen would not countenance appeting of Aldermen would not countenanc I would infer your correspondent is, or has been a proprietor and manager, or a local manager, for there is where the city bill poster gets all his unnecessary grumbling from, on account of the figure charged for posting. In conclusion, I will say that "License" is wrong again, and I doubt and Nantasket. He is sending a well-executed

of 10,000 inhabitants, ten dollars per year. Well, bute a circular in his life. I say all license law

GEORGE ELSTON,

### A LICENSE ORDINANCE.

The following is the full text of the new license law which has gone into

Be it enacted by the Select and Common Councils of the City of Erie, Pa.

a protection against foreigners, and who will a license, shall be licensed by the Mayor of the come and give their work to some "scabs." In a City of Erie, to engage in the business of bill town under a license law, a man must take out posting and bill advertising for the term of one a license and do the work himself, or give it to a year from the date of said license, upon the an who is licensed to do the business, and not payment of fifty (\$50.00) dollars and the filing of a bond in the sum of five hundred (\$500,00) dol-I do not write this article for an argument, lars, with two securities, conditioned that the compliance with the ordinances of the city gov erning the character of the matter posted or distributed, and the manner of posting and die

tributing the same.

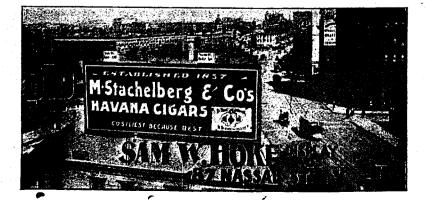
Sec. 3. The said licensees, their agents, officers and employes, while engaged in the act of posting, painting or distributing any bills, cards, signs, circulars, pamphlets, advertisements or notices in said city, shall wear a badge with the following words conspicuously placed thereon:
"Licensed Advertiser, Erie."

Sec. 4. No person shall scatter or throw upon the streets, sidewalks or alleys of the city, hand cannot receive that protection against night sidewalks and alleys of the city, or create any

could not be acted upon before another meeting. This so-called meeting was recently held in your city, and as Mr. Spaulding had not withdrawn the bill poster has been paid, and in less than the city of Brie, from distributing circunstant of the city of Brie, from distributing circumstant of the city of Brief Br his application and his money from the hands of the Secretary of the A. B. P. A. he was elected to membership.

The bill poster has been paid, and in less than twenty-four hours the work is covered by some one, who has not one cent at stake, only the supposed satisfaction of covering over the additional supposed satisfaction and his money from the hands of the business in the City of Erie, from distributing circulars in the city of Erie, from distribution cin

Donnelly, of Boston, is branching out. His hat he ever did post a sheet of paper, or distri- calendar to advertisers all over the country.



### LIST OF FAIRS. 1896.

Copyright 1896

CONNECTICUT. Holland Co Fair, Sept 15-17
ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy Avon. Sept 15-18 Julian Churchill, secy Camp Point. Adams Co Fair, Sept 7-11 E E E Sawyer, secy
Cattin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug 18-21 T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer
Champaign. Aug 2-28
El Paso. Sept 14-18

MARCH, 1896.

Champaign. Aug 2-26
El Paso. Sept 14-18
Farmer Citv. Aug 17-21
Freeport. Northern Illinois Agricultural Society
Fair, Sept 8-11 Thos D Osborne, sec'y.
Mt. Carroll. Carroll Co Fair, Aug 25-28 Geo F
Buckner, Pres; Geo C Kenyon. Sec'y
Paris. Edgar Co. Fair, Aug 31 - Sept 4 Geo H
McCord, secy
Springfield. Sept 28-Oct 2
Watseka. Iroquois Co. Agricultural Association
Fair, Sept 7-17. H C Lovett; President; L F
Watson, Secretary
Woodstock. McHenry Co Fair, Aug 25-28 G B
Richards, Secy

### INDIANA.

Bainbridge. Aug 3-7
Bloomington. Aug 10-14
Crawfordsville. Sept 7-11
Flora. Carroll Co Fair, Sept 20-25 J T Gillam, prest; C E Nobes, treas; J O Ferrier, secy Frankfort. Aug 25-28
Indianapolis. Sept 14-26
Kendallville, Sept. 28. Oct. 2. Nathan Roberts' Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy.

Secy.

Lafayette. Aug 31-Sept 4
Lebanon, Aug 17-21
Paoli, Sept. 9-12. A W Brown, Pres't; H F
Davidson, Secy: S S McIntosh, Treas
Shelbyville. Shelby Co Fair, Sept 1-5 John W
Vamaoy, prest; Henry Doble, reas; E E
Strong, Secy Stroup, secy Sheridan. Aug 10-14

### IOWA.

Bloomfield. Davis Co Agricultural Society Fair,
Sept 15-18 J C Brouhard, secy
Carroll. Aug 18-22 A L Wright, prest; R E
Coburn, treas; H A Junod, secy
Columbus Junction, 'District Fair, Aug. 25-29.
R F Mc'onnell, Secretary
Davenport. Davenport Fair and Exposition,
Sept 7-11 P W McManus, secy
De Witt. Clinton Co Fair, Sept 15-18 E. Christiansen, serv. De Witt, Clinton Co Fair, Sept 15-18 E. Christiansen, secy.

Eldora. Hardin Co Fair, Sept 1-4 J W Prisen, Secy
Greenfield. Adair Co Fair Association, Sept 28-Oct 1 Ernest Funke, pres't; A J Gibbs, secy
Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
Mechanicsville. Mechanicsville Agricultural Society Fair, Sept 13-16 A F Fairchild, secy.
National. Clayton Co Agricultural Society Fair, Sept 13-17 H M Weeks, secy
Ruthven. Lake District Agricultural Society Fair, Sept 13-17 H M Weeks, secy
Ruthven. Lake District Fair Association Fair, Sept 13-17 H W Anger, secy
Waukon. Allamkee Fair, Sept 22-25 C M Bowman, prest; Capt Wm S Hart, secy
Waukon. Allamkee Fair, Sept 22-25 C M Bowman, prest; Capt Wm S Hart, secy
Whatcheer. Whatchen District Fair Association Fair, Sept 28-0ct 1 T C Legoé, secy

KANSAS. tiansen, secy. Eldora. Hardin Co Fair, Sept 1-4 J W Prisen,

### KANSAS.

Coffey Co Agricultural Associatio Sept 14-18 Garnett. Anderson Co Agricultural Association, Sept 1-5
Iola. Allen Co Agricultural Association Sept S-12
Mound City. Linn Co Agricultural Association, Johnson Co Agricultural Association

Olathe. Johnson Co Agricultural Association, Aug 25-28 Ottawa. Franklin Co Agricultural Association, Sept 22-26 Chas H Ridgway, secy Paola Miami Co Agricultural Association Sept 29-Oct 2 MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept MARYLAND. Raston. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Har-rington, Pres't; M M Higgins, Secv

### MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Barnstable Co Agricultural Society Fair, Sept 3-10. Henry M Hutchings, Sec'y South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John R Thayer, Pres't, Lancaster, Mass; W A Kilbourn, Sec'y, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass

South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass

MICHIGAN.

Coopersville. Sept 22-25 J B Watson, prest; H M Parker, treas; C De Vos, secy Jonia. Ionia District Fair Association, Sept 15-18

Luther Hall, prest; Reuben Gould, treas; Fred Cutter, Jr, secy

Muskegon. Sept 15-18

WISCONSIN.

Ashland. Ashland. O Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y

Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y

Chetek. Barron Co Fair, Sept 9-11 Jos R Cartwright, secy

Darlington, Aug 26-29. James Haskin. Pres't;

David Schreeter, Treas; Geo F West, Sec'y

### MISSOURI.

Belton, Belton Agricultural Association 18-12
Kahoka. Clark Co Agricultural Association Aug
18-12
Kahoka. Clark Co Agricultural and Mechanical
Association Fair, Sept 1-3. W M Boulware,
Pres't; Joseph Vandolah, Secy
Treuton. N M C A I Ass'n Fair, Sept 15-18 G
W Smith, Pres't; W E Austin, Treas; Peter H
Yakey. Sec'y

### NEBRASKA.

Auburn. Sept 22-25 Beatrice. Gage Co Society of Agriculture Fair Beatrice. Gage Co Society of Applications of Sept 15-18
Elmwood. Sept 15-18
Omaha Nebraska State Fair Aug 27-Sept
Robt W Furnas, secy
Plattsmouth. Oct 6-9
Syracuse. Sept 29-Oct 2
Tecumsch. Oct 13-16

### NEW YORK.

NEW YORK.

Albion. Orleans Co R.ir, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas
Dryden. Dryden Fair, Sept 22-24 SG Lupton, Pres't; J B Wilson, Sec'y
Elmira. Chemung Co Fair, Aug 31, Sept 4-Frank Cassada, Pres't; Geo McCann, Sec'y. E J Young, Treas
Ithaca. Tompkins Co Agricultural Society Sept 8-11 AG Genung, secy
Jamestown. Warren Co Pair, Sept 15-18
Lowville Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan. Sec'y and Treas
Newport. Newport Agricultural Society, Sept 8-10 Willard Ingham, prest; B F Petrie, secy, Middleville, N Y
Schoharie. Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Pres t; John B Grant, Supt of Privileges; Frank K Grant, Syracuse. State Fair, Aug 31-Sept 8.

B Grant, Supt of Privileges; Frank K Grant, sec'y
Syracuse. State Fair, Aug 31-Sept 5
Watertown. Jefferson Co Agricultural Association, Sept 8-11 J Sterling Sill, prest, Adams
Centre; Frank M Parker, treas, Dillin; W R
Skeels, secy
Westport. Essex Co Agricultural Society, Sept
15-17 W A Tucker, prest; A J Daniels, treas;
C E Stevens, secy

### OHIO.

Boston. Clermont Co Agricultural Association, Sept 8-11 E D Prather, prest, Felicity, O; John Rowan, secy. Blowville, O Canfield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Prest, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y. Youngstown, Ohio Carrollton. Carroll Co Fair, Sept 22-25 C A

Tope, secy

Topes, secy

Fair, July 21-24 W E Morris, prest; W S Smith, treas; A J Grigsby, secy

Columbus. State Fair, Aug 31-Sept 4 W W Mil-

Allentown. Lehigh Co Agricultural Association Fair, Sept 21-25 Jeremiah Roth, prest; A W Delong, treas; W K Mohr, secy Burgettstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, prest; Wm Melvin, secy, South Burgettstown, Pa Kultztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Hefiner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure. Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y

### TENNESSEE.

Columbia. Columbia Fair Association Fair, Oc 6-9 W P Waldrige. Pres't: J J Fleming, Treas B S Thomes' Sec'y, Hurricane Switch, Tenn

### TEXAS.

Beton. Bell Co Fair Association Fair, July 21-29 Ben D Lee, prest; L K Tarver, secy VERMONT.

Brandon. Brandon Fair Association Fair, 16-17
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24
J B Montague, Pres't; H C Lockwood, Treas;
John S Eaton, Sec'y
Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

# Theeling. Exposition and State Fair, Sept 7-17, Geo Hook, See'y

WISCONSIN.

Galesville. Trempeleau County Agricultural Society Fair. Aug 25-28 S E Houghton, prest; A J Kellman, treas; F G Davis, secy
Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, prest; T A Burr, secy
Menominee. Dunn County Agricultural Association Fair. Sept 15-17 Henry Miller, prest; J B Chickering, treas: Geo W. Galloway, secy Milwaukee, Wisconsin State Fair, sept 21-26
T J Fleming, secy, Madison, Wis
T J Fleming, secy, Madison, Wis
Oshkosh. Oshkosh Fair Association Race Meeting. June 27-28 Fair and Exposition Sept 9-12
John Laabs, Prest; Geo Hilton, Treas; C E
Angell, Sec y.
Phillips, Price Co Agricultural Society Fair, of Pythas, luly, 1806. Angell, Sec y.

Phillips. Price Co Agricultural Society Fair,
Sept 17-19 John T Ruff, secy

### CANADA.

ondon, Ont. Western Fair of 1896, Sept 10-Thos A Browne, secy

### RACES.

Battle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 29-30 Rod J McDonald mgr

### Conventions, etc.

t. Paul, Minn. G A. R. Reunion, Sept. 2-5. t. Louis, Mo. National Republican Conven-tion, June 16. St. Louis, Mo. National Republican Convention, June 16.
Ionia, Mich. Christian Endeavor Union, State convention, April 1-3.
Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5.
Grand Rapids Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.

Milne, cor. sec'y.
Santa Cruz. Cal. Water Carnival. June.
Minneapolis, Minn. American Philatelic Asso-Minneapolis, Minn. American Philatelic Association, Aug., New London, Conn. Celebration of New London's 250th Anniversary, May 6-7.
Johnstown, Pa. Firemen's State Convention, October, 1896.
Pittsburgh, Pa. National Prohibition Convention, May 27.
Lockport, N. Y. Firemen's State Convention, August

August August Buffalo, N. Y. Firemen's State Convention, August Buffalo, N. Y. National Educational Association Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G. A. R., April 21.
Council Bluffs, Ja. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.

May 20-30. Kichard M. Cadwalader, Sec.y.
Boston, Mass. Bench Show New England Kennel Club, April 20-23.
Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.
Passadena, Cal. Citrus Fair, March 3-7
Topeks, Kar. Free Silver Convention, March 14
Minneapolis, Minn, Philatelic Sons of America
August
Cedar Rapids, Is. State Bicycle Meet, July 3 & 4
Cincinna 1-0. June 16. Grand Lodge B P O E
Louisville, Ky. 17A W Meet
Huron, S. Dak. State Republican Convention,
March 25

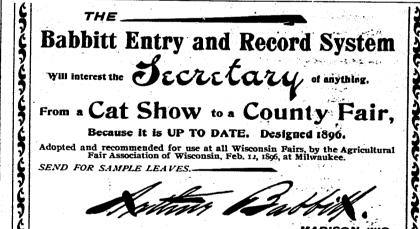
### Expositions.

Milwaukee. Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager Nashville, Tenn. 1896. Sept. 1 to Dec. 24. St Louis Mo. 1896. Indefinite. Baltimore, Md. 1896. Indefinite Dallas, Tex. 1896. Oct. 12 to Nov. 15. Cleveland, O. Centennial Exposition commences. Intly 22.

Cleveland, O. Centennial Exposition commences, July 22.
City of Mexico. International Exposition. Dedication as a National Exhibit. Apr. Opens as an International Exposition. Sept. 15.
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898
Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12 H J
Hill, manager and secy

### Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31 Gen-eral offices. 26 Avenue de La Bourdonnais, Champ de Mara, Paris. M. Alfred Picard, Commissaire General. M. Henri hardon; Commissaire General. M. Henri hardon, Secretaire General. M. Henri hardon, Johannesburg, South Africa. 1896. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.



## Attention---Bill Posters and Circulators!

In order to keep apace with your business you need newspapers, magazines d journals from all over the country.

- A DIME SENT TO US --

to pay for inserting your name and address in our Directory will bring them. Send at once to The Southern Weekly News, Roanoke, Va.



### The DAN F. CLINE Bill Posting Company,

DISTRIBUTORS, RAILROAD and COMMERCIAL ADVERTISERS.

417 Third Street. LA SALLE, ILL.

Circuit, 18 towns, with a population of 50,000. Distributing, \$2.50 per 1000. Population, LaSalfe, 12,000. Our price per sheet is 5c, 30 days Member Inter-State Bill Posters' Protective Association.

Cincinnati. O.

Posters and Show Cards for Fairs and Expositions.



nercial Work specially solicited.

One Mile 320 Lineal Feet of Boards

Also Control Suburbs and Hamilton Co. Including Boulevards leading to Chickamauga, **National Military** Park. Missionary Ridge Lookout Mount'n

traversed by Thousands of Visitors.

Six Country Routes.

1. 2, 3, 4, 6 and 8 Sheet Boards always on hand.

Artistic Sions and Bulletins.

Black Sheep" Double Deck. The Pinest and Best Board IN THE SOUTH.

Scuthern Commercial Contractors.

All Work Given Prompt Attention

Satisfaction Guaranteed.

To the Readers of BILLBOARD ADVERTISING and Advertisers throughout the World.

GENTLEMEN-

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50.000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 1-sheet dobs, and one mile 250 lineal feet located on principal business andresidence streets; 900 feet new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of BILLBOARD ADVERTISING, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim. As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulletins on our excellent Government Boulevards, which traverse the following points of interest in and around Chat anooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands. of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for

In conclusion, we will state that our rates for advertising are the lowest and best, and our reference any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thanking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are, Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,

HARRY E. STOOPS, Manager

The vexatious problem has been solved -

An ASSOCIATION which associates. PROTECTION which protects.

advertised MY way pay-and the whole

outfit, (especially illustrated newspaper

ads and booklets with title-page engrav-

ing printed in colors) wont cost as much

as an artist would charge you to make

plain, every-day cuts. Are samples and

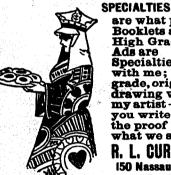
full information worth a penny stamp.

CO-OPERATIVE, EQUITABLE, PRACTICAL. For prospectus, general information and full particulars, address

**OPENINGS** 

C. S. HOUGHTALING, No. 3 Park Place, NEW YORK.





**BILL POSTERS** in

Vermont.

Massachusetts,

Rhode Island,

Connecticut,

California,

Louisiana.

Nebraska.

and Three Months' Display.

CALVERT LITHO. CO.

Larned and Shelby Streets,

DETROIT.

500 Fresh Gummed Addresses of

Send for the Ad-age, Boston. It has 25 Pris Ads in each issue. 10c a year.

BILL POSTERS & DISTRIBUTORS,

A. B. WHITE, Mgr. and Treas.

Iowa,

Maine,

MARCH, 1896.

are what pay Booklets and High Grade Ads are Specialties grade, origina drawing with my artist-will u write for he proof of R. L. CURRAN 150 Nassau St.,

4114 Elm Avenue,

LICENSED New Hampshire, BILL POSTING. TACKING. DISTRIBUTING. J. S. CRAIG. 319 LEXINGTON AVENUE,

HASTINGS, NEB.

W. CHANDLER STEWART.

BELOIT, Population 8,000.

JANESVILLE, Population 14,000.

# Members INTER-STATE Bill Posters' Association and International

Send us prices for One, Two BILL POSTING DISTRIBUTING

10.000 FEET OF BILLBOARDS.

CIRCUIT, 25 TOWNS. GENERAL ADVERTISING.

E. DOCKSTADER, Manager.

JANESVILLE, WIS.



### MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising outs for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc stamp for particulars. I Process Co., Goshen, Ind.

### No Office Complete Without It.

best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper nclude Office Mail Bag, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers

The supplement, PRACTICAL AC-OUNTING, contains carefully prepared rticles on accounting methods, including descriptions in detail of the counting practiced in leading estab-

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

R-I-P-A-N-S

The modern standard Family Medicine: Cures the common every-day ills of humanity.

# Money Wasted

By Attempting to Bill or Advertise New York City Without Using

Harry Munson's

Bill Boards

Advertising Spaces......



OFFICES: No. 42 Duane Street, No. 228 East 125th Street,

Telephone Call, 136 Franklin.

NEW YORK CITY.

I own and control absolutely all the bill boards on Lower Broadway; all the bill boards at the prominent ferries; all the prominent bill boards and sign boards facing the New York and Brooklyn Bridge, and the majority of prominent locations on all the principal thoroughfares.

All paper listed and kept up the full term of contract, and renewed promptly



SATISFACTION IN ALL CASES GUARANTEED.

REFERENCE: The O. J. Gude Co., 113 W. Broadway, New York City.

BOISE CITY. IDAHO. POPULATION, 8.000. SPAULDING & GORDON.

City Bill Posters of Distributors.

doesn't go off half-cocked. Let us send you a free

PUSH PUBLISHING CO., Springfield, O.

Compound Interest and Advertising are very ullar. The longer continued the better the

A cigar manufacturer that started advertising with me in '93 states that while returns the first

We have more billing space than all other towns in Idaho put

The city is booming. Send on your paper. References furnished.

The HUSTLER ADVERTISING CO. LA CONTRACTOR OF CONTRACTOR

Miner Street, FT. WAYNE, IND. W. H. CASE, Manager.

Prompt Service by Reliable Men.

10 CENTS (Silver) pays for dithe names, addresses and business of firms who
have circulars to distribute, bills to post, and
signs, etc., to tack up. Revised and corrected
up to date. We guarantee every address to be
O. K. GEO. F. ROBB, Des Moines, Iowa.

WESTERN BUSINESS is what I most par-ticularly desire. I'm western—so are my best ads. Good ads—western ads. for best ads. Good ads—western aus—non men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A M. CHURCH,
Bassett, Neb

WE ARE IN IT.

ARTISTIC PRINTING CO.

Samples, circulars, etc., distributed Honest work and best references. Terms very reasonable. Write and see.

with me in '93 states that while returns the first six months were satisfactory, from that time on they constantly increased, and are still on the grow.

For \$20,000 a year I will post New York, Chicago, Philadelphia, Boston, Baltimore and Washington, and place your goods prominently before every inhabitant. Cost of paper is included. (Substitute any other towns you care to.) By no other method can you do as well. Dam W. Hoke DISPLAY Box 297, Roanoke, Va 87 Nassau St., New York.

It Costs That's what make business a success - the more Nothing! PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it

TOO SO OF OF OF OF OF OF OF OF OF OF

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING, Cincinnati, O.

**BILL BOARDS** 

MARCH, 1896.

As follows, in Lake Co., Ill

75 North Chicago.

50 Lake Bluff.

75 Lake Forest. 75 Fort Sheridan

200 Highland Park

50 Deerfield. 150 Libertyville

50 Rockefeller.

so Tyanhoe

100 Grays Lake 100 Lake Villa

250 Antioch.

25 Milburn.

250 Russell,

150 Wadsworth 250 Gurnee.

100 Warrenton

1000 Waukegan. 3000 Total Running Feet.

Chicago, 35 miles. Population, city, 10,000. Population, county, 40,000. Best Summer Resort County in the State. Fine Fishing, Government Piers, Steamboat Landings. 50 Minutes Run to Chicago. 2 Special Theatre Trains Daily. 35 Passenger Trains Daily.

Circular Addressing Department is under the management of CLINTON BURNETT, who had years of experience in this line.

 $\Theta \Theta \Phi$ 

G. RUNEY & SON.

Bill Posters and Distributors,

G. RUNEY. STANLY M. RUNEY. JOE B. RUNEY. . C. E. RUNEY.

WAUKEGAN, ILL.

**\*\*** 

00

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Signs, Snipes, Circulars, Pamphlets and all kinds of Advertising Matter distributed. Display Show Windows, Bill Boards to Lease. Three Teams on the Road all the time. Contracts taken from Waukegan to Chicago. Revised list of 5,000 Tax Payers for sale.

5c. per Sheet 30 days Guaranteed, Protected and Renewed Showing.

REFERENCES:—Bradstreet, Dunn and Security Savings Bank.



EVERY BILL POSTER

ADVERTISER

WANTS AND NEEDS

**PROFITABLE** 

**ADVERTISING** 

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

February issue contains valuable article by 0. J. GUDE,

New York's great sign man. Also Illus-trated article on Outdoor Advertising.

Subscription Price, \$1.00 per year. Sand for sample copy.

KATE E. GRISWOLD,

# BILL POSTERS' PASTE BRUSHES.

The "Nonpareil"

PRICES.

\$2.25 Each 82.75 " 83.00

STEINBRENNER'S

CINCINNATI . . . DISTRIBUTING . .

SERVICE . . . .

"The Bill Poster"

Cincinnati, O.

SEND

good

•

PRICES:

2½x3¼, . 2.65

2½x3½, . 2.75

\$2,50

io. We are in a position not only to guarantee ho

The English counterpart of Billboard Advertising. Subscriptions

50 cents per year, post free, may be sent to No. 127 East Eighth St.,

MeHelleberg Photo-Graving Co., Cincinnati

W. H. STEINBRENNER,

811 Vine Street, . .

. . . CINCINNATI, O.



### The "Unexcelled"

No good brush is better than this brush.

PRICES

- \$2.75 Each - \$3.00 " 83 25

THE DONALDSON LITHOGRAPHING CO. CINCI'NNATI, OHIO.



ARE YOU ONE OF THEM? THAULTS WIBORG ( CINCINNATIE CHICAGO:

J. T. ELMORE & CO. BILL POSTERS.

76 MADISON ST.

CHICAGO. By appointment Solicitor Interstate Bill Posters' Protective Association, honded

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Stream-

ers and Stock Letters. Office, Donaldson Litho. Building, CINCINNATI, O.

# HIGH-CLASS Half-Tone ENGRAVING.

PRICES:

3½x4½, . 3.25

- ⊕

The

Money

With

Order.

The

. \$3.00

3.50

3x4.

4x5.

SEND

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application. A E. Bentley, GUTHRIE, OKLA.

A. E. BENTLEY,

SPECIAL STANDS.

Send one (\$1) dollar and reading mat-ter for a sample 20-sheet stand, imitation litho in colors. New Process. Fine work. Great for Special Sales, etc.
We are also City Bill Posters and Dis-

ributors. Signs painted and tacked. MARION ADVERTISING CO., Marion, Ohio.

B. T. ROBINSON,

City Bill Poster,

CLIFTON FORGE, VA.

Correspondence Solicited.

### R. R. WHITE.

MAPLE VALLEY, IND.

Distributes Circulars, &c., in five counties. No Boys. Best Work. Best references. Write.

Fort Wayne City Bill Posting Co. THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents. Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

I have compiled a list of 2764 names and addresses of people living in Spartanburg County, S. C., whose tax returns exceed \$300. I will mail a neptly type-written copy of it to any address for \$300. Chas. H. Henry, Mgr. Daily Herald, Spartanburg, S. C.

1000 Circulars, size 9x12 or smaller
Mailed in ten days for \$1. 100, 10c. silver.
Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters?

See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year.

Send 10 cents for sample copy.
WILL M. CLEMENS, Publisher, P. O Box 1716, New York.

The Best Service, and Testimonials to prove it. Control Boards—Passaic, 20,000
Rutherford, 7,000
Garfield, 2,000
Contract for Paterson, 100,000
Distributing in all of the above cities.

PASSAIC ADVERTISING CO.

### 1896.

MARCH, 1896.

### THE DONALDSON GUIDE

3d Edition now in process of compilation

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description

It gives the population of the town. It gives the population of the county. It gives the name of the bill poster. nives his street address. t gives the name of the distributer. t gives his street address.
t gives the name of the opera house.
t gives the name of the local manager.
t gives the names of the halls.

t gives the names of their managers. It gives the names of the newspapers. gives the names of the editors. gives the date of publication. gives the names of the dramatic critics it gives the names of the dramatic cor

respondents.
It gives the name of a good attorney.

It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10½, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showmen? sensual good attorney.

YOUR
the showman's encyclopedia and the International Professional NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

by the publisher and can be had upon application.

It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have

### It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-

ADS
five cents per agate line for a
year's advertising is in fact exceedingly low. At this rate a
space of half inch single column comes to \$1.75, or an
inch to \$3.50.

REMEMBER, that the DONALDSON
GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has
been given over almost entirely to managers of opera houses and showmen, but gers of opera houses and showmen, but from now on this will be changed. Give

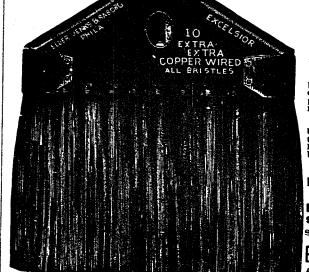
it your endorsement. Talk
it up. Enlist the interest
of your local managers. In
fact, aid it in any manner
you can. It's a good thing,
and if accorded the support
it deserves will be a big thing for all
larties interested. parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who neel it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions of advertises. adverrisements, a copy of the current edition, o which a few are still on hand, will be sent upor receipt of \$1.00. Address all communication or inquiries to the publisher.

W. H. Donaldson, Cincinnati, Ohio.

### Mauberret's Printing House, limited Printing Posters THE FINEST. all sizes.. -. Prices all styles. THE LOWEST Branches. 526 to 532 Poydras Street, ···Engraving··· NEW ORLEANS

# ELDER, JENKS & RABORG



'Excelsior' Circus Paste -AND-

BILL POSTERS' BRUSHES Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush

made.
Will not come apart.
Used and recommended
by Barnum, Forepaugh and
the leading Circuses and
the leading Circuses and
United States and Canada,

Size 9 inch. Priće \$80.00 per doz. \$3.25 Each. Extra Extra for Circuses. \$40.00 per Doz. \$4.00 Each. Sent C, O, D. to all parts of ELDER, JENKS & RABORG Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS. 66 - 68

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

JOHN STREET, BROOKLYN, N. Y.



Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good. Sent by mail in neat paper boxes, 1 lb., \$1.00; ½ lb., 50c; ½ lb., 25c.

IT'S AN BLEGANT CHEW. FALLS CITY TOBACCO WORKS.

117 & 119 Bullitt St., Louisville, M

# Let's Get Requainted? Send for our Specimen Book; that will introduce us, but Don't forget to ask שהטהטהט

CHINESE BLACK.

"Just for fun, you
know—not business—for, of
course, you are 'perfectly
suited' and would not change
your ink for your father."
Yes, we know; sounds natural

Eagle Printing Ink & Color Works 148-152 Monroe Street, Chicago.

# Printer's Ink Helps . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of adver tising.

Enables you to profit by the experiences—and adopt the methods
—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you - and exemplifieshow to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price Now \$5 a

10 Spruce Street, New York.

When you write, mention Bulboard Advertising

DEAFNESS CURED



Young Men

Young Ladies employed on the

If boys or girls apply they must be well rec ACME CYCLE COMPANY. ELKHART, IND.

FT. WORTH, TEX., Oct 10, 1895.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS:—My Acme Light Roadster arrived yesterday morning and not only myself bea, everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel

Yours truly,

C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

Acme Cycle Co., Elkhart, Ind.

DRAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly.

SETH BARTON.



MARCH, 1896.

# HENNEGAN & CO.

**POSTERS** 

Please the

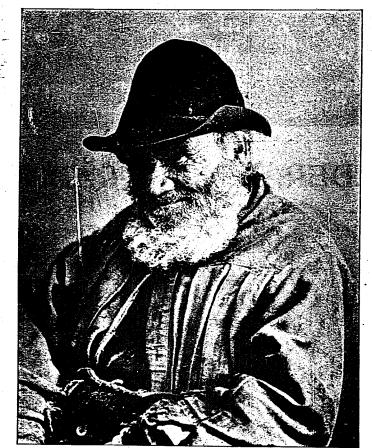
Patron.

Poster

People.

LOW PRICES.

127 E. Eighth St.



**POSTERS** 

THAT CONBINE

**Excellent** Execution

with . . . **Pleasing** 

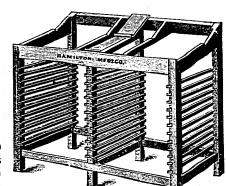
Effects.

PROMPT SHIPMENTS. Cincinnati, Ohio.



Save Your Dollars

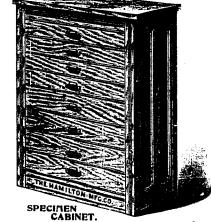
Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and contains everything used in wood about a printing office. Write to us and tell us of any Special Furniture you want built and we will be pleased to furnish figures for first-class work. We work in beautiful hard woods



Our line of Wood Type comprises over 600 different faces, all made in many different sizes, It is the largest and most complete selection of type faces ever shown in the world. We issue seven different catalogues all told. One weighs 10 lbs. But it isn't all dead weight. Lots of good things between the leaves.

THE HAMILTON MANUFACTURING CO. TWO RIVERS, WISCONSIN,

♦♦ Wood Type and Printers' Furniture. ♦♦



and finish all our furniture in the natural color of the wood. No cheap stained furniture leaves our plant. Send to us or your dealer

for our catalogue.

Traveling Inspectors. CHAS. B. KITTREDGE, Waukegan. C. E. RUNEY, Waukegan.

LIST OF MEMBERS OF THE

-Inter-State Bill Posters' Protective Association.-

With their Prices, Facilities, &c. Corrected Monthly.

Town.	STÄTE	MEMBER.	LATION.	Prices Listed, Protect'd and Renew'd		Can handle the following				Town.	STATE	Member.	ATION,	Prices Listed, Protect'd and Renew'd		following		
			Poru	30 days.	15 days.	24 sh'ts.	8 sheets	3 sheets	3sheets 1sheets				POPULA	30 days.	15 days.	24 sh'ts	Ssheets	3 sheets
Alton Aurora Belleville Bloomington Carlinville Carrollton Centralia Champaign Charleston		Temple Bill Posting Co Boru Marvin L. E. Tiemann Chas: E. Perry A. J. Turner W. D. Moore Reinhardt & Moore Seldon L. Nye J. A. Farker Chicago Bill Posting Co	25,000 20,000 28,000 5,000 3,500 8,000	60 50 60 40 40 40 40 40	3½c 4c 3c 4c 3c 3c 3½c 3½c 35	15 25 40 25 10 3 10 12	25 35 20 40 16 10 25 20 25	100 50 20 228 25 25 50 50	500 200 800 300 200 100 100 100	Northfield Owatona Red Wing St. Peter Stillwater Waseca Winona		H. U. Rnsign Morehouse Bros. Geo. Wilkinson Henry J. Ludcke, Jr Mrs. V. C. Seward A. D. Goodman Henry Werner	2.500	3C	30 30 30 370	12 10 12 16 12 9 25	15 15 16 18 20 16 40	30 100 25 100 25 160 25 200 50 100 25 100 75 300
Chicago	46	J. T. Rimore & Co	1,500,000 5,000 16,000 27,000 31,000	120 40 50 60 90 40 60	90 40 3½0 40 60 30 40	545 300 15 25 45 40 5	800 400 25 40 60 75 8	500 75 300 100 125 20	5000 200 500 500 300 3000 100 400	Burlington Davenport Fort Madison Keokuk	Iowa.	Chamberlin, Barhydt & Co. Chas, T. Kindt	26,500	8c 5C	6c	25 14 15 20	35 20 25 30	50 500 50 500 100 200 50 500
Farmer City Flora	- 44 - 45 - 48 - 44 - 44 - 44 - 44	W. S. Young Edwin E. Lewis O. J. Johnson Murray Bros L. P. Card Fred S. Schaefer R. H. Levin Geo. W. Starks & Son DeLong & Biederman Geo. A. Webler Gill & Propst	2,000 20,500 5,000 2'500 3,000 35,000 15,000 10,000	30 30 60 40 30 30 50 60	30 30 30 30 30 340 340	4 4 2 42 4 5 7 4 15 15 12	30 5 5 10 25 8 25 25 25 25 25 25 25 25 25 25 25 25 25	15 20 100 25 20 50 15 100 75 30 25	100 200 200 100 200 50 300 300 200	Evansville		F. M. Groves  Pt. Wayne City Bill Posting Co.  Empire Bill Posting Co.  C. P. Douglass Bill Posting Cot.  Chas. W. stutesman  O. M. Tichenor  T. F. Chafee & Son.  J. M. Dishon.  Ellis N. Sparrow.	12,000	40 40 40 70	50433355 33	30 25 50 20 15 10 10 100	50 100 30 25 25 20	300 2000 1000 1000 250 1000 100 500 50 200 75 100 100 300 500 2000 40 150
La Salle		D. F. Cline Biil Posting Co. Chas. C. Maxwell. Victor Janney Chas. Hogue Claude Robinson Col. Malone J. J. Friedman Simpson & Abercomble Western Bill Posting Co.	72.000	30 30 40 40	36 3%c 3%c 3%c 3%c 3%c 3%c 3%c 3%c 3%c 3%c	4 12 20 8 20 4 5 5 4 20	25 40 12 32 6 12 10 8	35 100 35 60 20 25 25 25 25	75 100 300 100 200 50 75 100 75 500	Fort Scott Topeks Wichita Chattanooga Charleston	Kas. " Tenn.	Ft. Scott Bill Posting Co	15,000 40 000 40 000 50,000	50 60 60 30	4c 3c		25 50 50 200	75 200 100 1000 10 1000
Ottawa Pana Panis Peoria Peru Petersburg Rock Island Springfield Tolona		F. A. Sherwood Lou Roley L A. G. Schooff Chamberlain. Barhydt & Co Bernhart Steil J. C. Bishop. Steve F. Miller Horn Bill Posting Co. A. H. Smith.	12,000 7,000 6,000 62,000 9,000 4,000 40,000	50 40 40 90 40 30 60	4° 3° 3° 6° 3° 6° 4°	12 15 100 5 6 20 20	32 20 25 25 200 15 12 35 35 8	50 12 50 300 20 15 100 100	200 200 100 500 500 100 600 500	San Francisco	Cal.	Siebe & Green	1,600.000	12¢	5e	2000	1000 1	200 500 500 2500 000 9000
Urbana Vandalia Watseka Waukegan	44 44 4.	Selden L. Nye J. M. Brok Braden Bros. G. Runey & Son (18 cities)	5,000 3,500 3,000	3c 3c 5c			10 9 6 32	25 15 10 200	100 75 75 300	St. Louis	Mo.	Huiest-Stout Sign Co	*********	12C 12C 8c	90 60 40 40	100	250 5 75 2	500 10000 2000 2000
Appleton Baraboo Burlington Centralia Delayan	::	Appleton Bill Posting Co	12,500 8,000 3,600 5,000 3,000	50 3 40 30 40 30 60	%c 3c 3c 3c 3c 3c 3c 4c 3c	10 12 8 4 5	18 20 12 10	35 50 25 15	200 175 57 50 50	Boise City	Idaho. Ind T. Ark.	Spaulding & Gordon	8,000 6,500 8,000	4C 4C 4C	3c 3c	14	18 I	20 100 00 250 50 100 50 100
Eau Claire Elkhorn Fon du Lac Grand Rapids Janesville Marinette Marshfield Menasha	: :: :: ::	Carl Stussy	25,000 1,900 15,000 5,000 12,000 20,000 5,000	50 3	%c 4€	25 4 25 4	40 6 35 10 10 15	75 15 70 15 25	300 50 225 50 200 200 73	Marion	Ky.	Marion Advertising Co	12,000 35,000 8,000 40,000 15,000	6c			15 15 60 1	60 200 25 500 25 100 50 500 50 400
Menominee Neenah	00 00 00 00 00	See Neenah, Wis. W. S. Schmidt. W. Lansing. J. C. Hickey. J. E. Williams Claude Culbert. A. H. Carnegie. W. C. Tiede	10,000 7,000 10,000 5,000 32,836 7,000 6,500 25,000	40 50 3 40 50 3 40 60 40 40 60	30 30 30 30 30 30 40 30 40 30 40 30 40 30 40 40 40 40 40 40 40 40 40 40 40 40 40	5 40 15	15 20 15 20 10 60 25 12 50 20	150 50 25 125	125 100 125 200 500 100 100 600	Boston Providence Brockton Woburn Winchester Hyde Park Plymouth	R. I. Mass.	Woga 1 & Co	150,000 150,000 150,000 150,000	12C 12C 12C 12C 12C 12C	9c 9c 9c 9c 9c	50 50 30 50	125 2 125 2 125 2 125 2 125 2	50 1500 50 1500 50 1500 50 1500 50 1500
Stevens Point Waukesha West Superior		T. D. Stone O. A. Cole	5,000 10,000 10,000 25,000	5¢ 6c	40 40	6	20 12 20 25	50 25 50 75	200 100 300 200	Weymouth Nantasket Pawtucket Charlottesville Rastport	Va.	J. R. Cox	150,000	12C 6C	9c 9c 4c 3½c	50 15	125 2 125 2 25	50 1500 50 1500 75 300 50 100
Albert Lea Faribault Mankato Mapleton		J. A. Fuller Jacob Fink City Bill Posting Co. C. H. Brown	4,800 7,600 12,000 1,000	3c 4c 5c 3	30 30	15	10 25 35 8	25 50	100 200 500 5	Washington	Pa.	Andy Means	20,000	.	3½c	15		50 200 40 250

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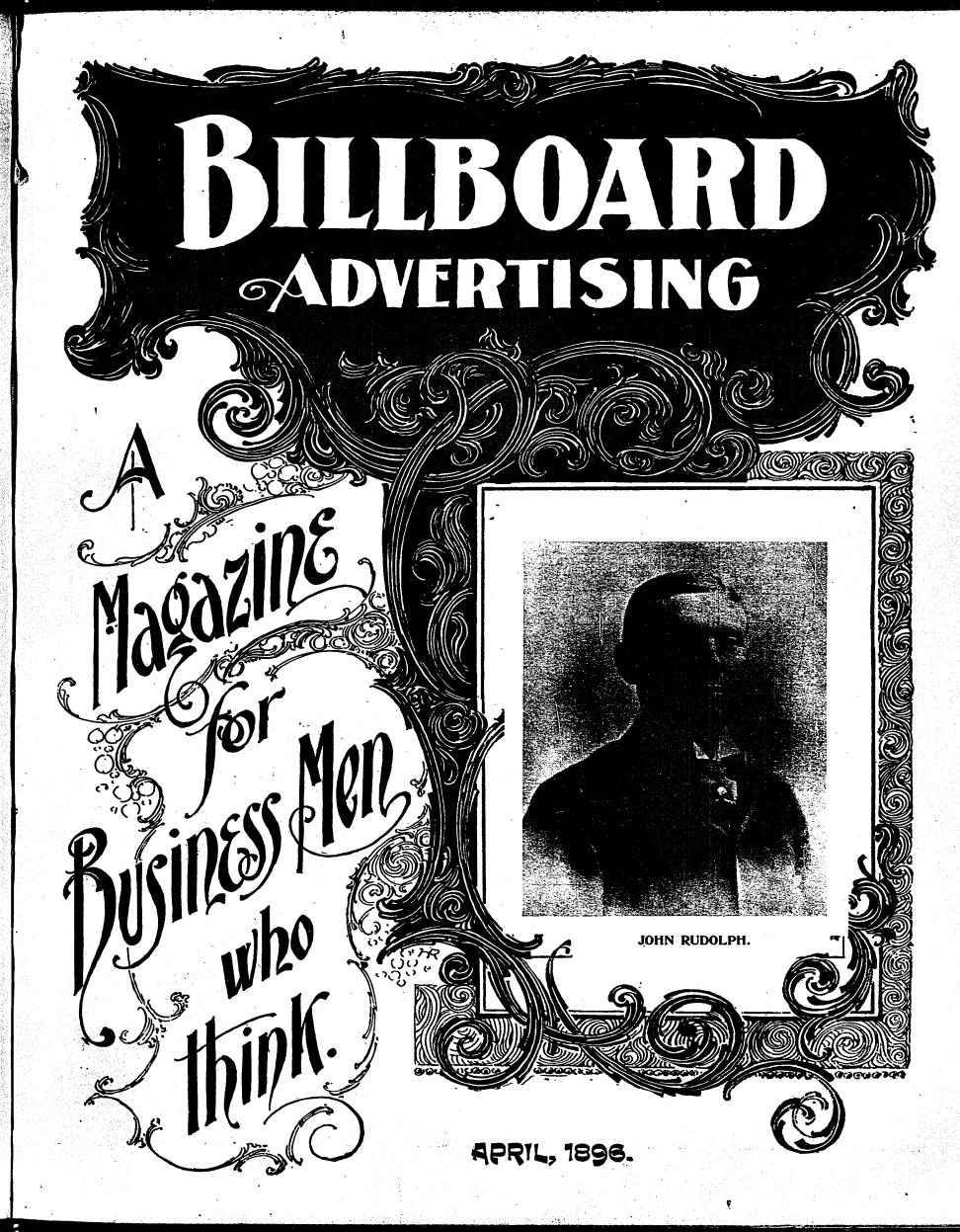
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### Classified Advertisements.

### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this seasing, 25c. for one insertion, 60c. for three insertion. 75c. for four insersion. 51.00 for six insertion. Larger cards, 10c. per agate line

Winona, Minn., Henry Werner, City Bill Poster a d Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill hoards and spaces. P.O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FURT WAYNE, IND. C. B. Woodworth, Manager.

Joliet. Ill., DeLong & Biederman, Bill Posters and Distributors.

Albuquerque. N. M. Pop. 10.000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing. †

Boone, Iowa, Population 9,000 d6 J. J. Kirby, City Bill Poster and Distributo

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Lima, Ohio. Pop. 20,000. W. C. Tirrill, City Bill Poster and Distributer. Work promptly done.

Manchester, N. H. Frank P. Colby. City Bill Poster, Distributer and Baggage Transfer, Address 30 Mauchester st.

Memphis, Tenn.

Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

Milford, Mass.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoin-ing towns. 20 years' experience in this city Baggage and scenery truck express. 16-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

Palatka, Fla. W.S. Nugent, Bill Poster and Distributor

South Framingham, Mass. W. H Trowbridge, Bill Poster. Five town

Waukegan, Ill. G Runey & Son, Distributors. Bill Posters etc. (Circuit 18 towns.) Pop. 35.000.

Tucson, Arizona, 2,000 ft. of boards WM. REID, Box, 148.

Springfield. Ohio, H. H. Tyner Licensed City Bill Poster and Distribute

St. Charles, Mo. Pop. 10,000, City Bill Posting Co., own and control all bill boards, also do Distributing, Tacking,

onli boatus, also do Distributing, Taxangete; circulars mailed, or list of names of residents of %t. Charles City and County furnished. Best of reference.

J. N. Mittleberger, Manager.

Sioux City, Iowa, pop. 40.000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sloux City Bill rosting and Advertising Co [Licensed] Member A. B. P. A. Victoria, British Col. Pop. 20.000.

The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON. Manager, P. O. Drawer 28.

Woodland, Cal.

Dietz and Glendenning, Bill Posters. 6nd

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Adv

### Classified Advertisements | Classified Advertisements

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, cluding Opera House and Fair Groun Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributor Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distribute and General Advertiser.

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pen-sacola in any manner desired.

### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will re-ceive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors References as to honesty and integrity must accompany all applications for space

Jacksonville, Ill., 807 S. Main St. Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all Kinds of Advert sing Matter.

Boise, Idaho, Spaulding & Gordon Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Boston. Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertis-ing matter. Advertisers write at once. n6

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati Pop. 350,000

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributer. Reference furnished. Box 79 n6

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder. Pres

The Adv. Dist. Bureau, posts and distributes bills, signs and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1097. d6

Grand Rapids, Mich. George M. Leonard, Reliable Distribute: Marinette, Wis. Menominee, Mich.

Pop. 15,312— Adjoining—Pop. 12,524 Wm. H. Earle, Marinette, Wis. Reliable Distributor. Your contracts solicited m6 Newport, Ky.

G H. Ottlng & Son, Bill Posters and Distributors, 608 York street. New Orleans, C. H. Young & Co. 408 Carondelet St. General Distributors. Unlimited reference. Honest work. d6

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburgh

Paducah, Kentucky. H. JOSEPH HARTH,
Bill Poster and Distributor. Member International Distributors Asi'n of N. A. jo

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked. n6 Richmond Hill, L. I.

Circulars distributed honestly in Queens County by L. Bangert. Scranton, Lackawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents, Write to us, 654 Deacon street When you write, mention Billboard Advertising.

When you write, mention Billboard Advertising.

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa.

Selkirk, Ohio. C. P. Roberts, Reliable Distributor.

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association Office, 6 Sixth St. Pittsburg Branch, Allegheny. J T. Hudson, mgr. tf

Des Moines, Iowa. Pop. 70,000. Geo. F. Robb. Distributor of Booklets, Cir-culars. Write for prices. Honest service at reasonable rates.

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

Greenpoint, L. I. Pop. 160,000. F. Loweree, 58 Clay, Reliable Distributor

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser Butler, Ohio. M. M. Spohn.

Circulars distributed and signs nailed up in Richland and adjacent Co's. \$1.75 per m. †

Menomonie, Wis. Flint & Thompson, Circular Distributors. References fur-nished. Rates sent on application. a6

### EXPERT AD WRITERS.

Advertisements under this head \$1,50 per year, in nonpareil. In bold-face type, \$2,00 per year. Dis-play advertisements not exceeding 7 lines, 25c per line. All advertisements amounting to \$1,50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y. Barless, C. J., Rose, N. Y. Curran, R. L., 111 West 34th st., New York, N. Y. Day, Chas. H., Whitneyville, Conn.

Day, Char. H., whitneyville, Colli.
Fowler, Nath. C., Tribune Building, N. Y.
Marston, Geo W., Portsmouth, N. H.
Moses, Bert M., Box 283, Brooklyn, N. Y.
Newitt, J. C., Stimson Bidg, Los Angeles, Cal.
Fatterson, Will J., 125½ W. 3d. Los Angeles, Cal.
Scarboro, Jed., 48 Arbuckle Bidg, Brooklyn, N. Y.
Star Ad. Writing Bureau, Evening Star Bidg,
Washington, D. C.
Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa.
Ward, Artemas, Lincoln Bidg., Union Sq., N. Y.
Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main

### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free.

Parron G. Collier, Times Bldg., N. Y. Cole Bldg., Memphis, Tenn. Memphis, Tenn.
George Kissam, 50 Bromfield St., Boston, and
Postal Telegraph Build'g, New York City.
Broadway Advertising Co., Hugh J. Grant, pres.
261 Broadway, New York City. Mark D. Batchelder Co.. 38½ Ma-

rietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia. J. Mulford, Hammond Building, Detroit, Mich Vestern Adv. Co., 316 Union Trust Building

Western Adv. Co., 316 Union Trust Building, St. Louis, Mo. Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st., New York City. M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, Times Bldg., N. Y. M. Wineburgh 5r. Boston, Mass. M. Wineburgh 5r. Boston, Mass. M. Wineburgh Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street. Cincinnati.O., and receive in return handsome leather bound Date Book Best ever published.

### POSTER PRINTERS.

APRIL, 1896.

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, 12 Ackson, Mich
Central Litho and Eng Co, 1406th ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Cox's Sons, John, Gay and Pratt, Baltimore
The Depositions 14 the Co. The Donaldson Litho. Co., Cin'ti, O.

Eichner & Co, Baltimore ampire Show Printing Co., 73-75 Plymouth Place, Chicago Chicago ?orbes' Litho Co, 181 Devonshire, Boston ?rancis & Valentine, 517 Clay, San Francisco Free Press Show Print., Detroit.

Fox, Richard K, Franklin and Dover, New York Gribler Litho Co. Chicago. Gillin Show Print, 132 West 14th, New York Goes' Litho Co, 140 Monroe, Chicago Gt. Am. Eng & Print Co, 57 Beekman, New York Great Western Printing Co, 511 Market, St Louis Greve Litho Co, The, Milwaukie, Wis Haber, P. B., Fond-du-lar, Wis Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tsnn

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Boston, Mass. LIDDIO BUW FILLS, DUDLAL, MOSC Lick Show Print, Fort Smith, Ark Liebler & Manss, 224 Centre, New York Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co, 222 W. 26th, New Yor Miner Litho. Co The H. C. 342 west 14th s

Miner Littuo. Co. New York, Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. Morgan, W. J. & Co., St. Chair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho. Co. Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 166 Clark, Chicago

### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25-per line. Advertisements anounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
CINCINNATI. O.

DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
CINCINNATI, O.
The John Chapmn Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 50 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throup st.

Thos. Cussnet, Blue Island ave. and Infoop's CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.
The Curran Bill Posting and Advertising Co.
DETROIT, MICH.
Walker & Co., 43 Rowland st. DETROIT, MICH.

Walker & Co., 43 Rowland st.

KALAMAZOO, MICH.—J. R. McCarthy & Co.

LEXINGTON, KY.

L. H. Ramsey & Co., 137 east Main st.

LOUISVILLE, KY.—Heverin Bros.

NEWARK, N. J.—Newark Bill Posting Co.

NEW YORK, N. Y.

TheO. J. Gude Co.,113-115 w. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway Sam W. Hoke, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey str. Colyers System Advertising Service, 11 115 west Broadway

OMAHA, NEB.
OMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
OSHKOSH, WIS.—John E Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st. American Auve... Wm. Johnson, PITTSBURGH., PA.

G. C. O'Brien.

PRAIRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.

SCRANTON, PA.—Reese & Long Adv. Co.

T. LOTIS, Mo.
W. F. Williamson, 113-115 N. 6th street
Hulest & Stout Adv. Sign Co.
R. J. Gunning,
ORONTO, CAN.—Price Advertising Co.

When you write, mention Billhoard Advertising

# BILLBOARD ADVERTISING A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. V., No. 4.

CINCINNATI, APRIL 1, 1806.

ARTHUR BABBITT.

bill, and every sheet and every premium

simple but uniform. Every other page

was advertising. One page was devoted

list was placed with care.

result was that the attendance at the har-

vest home on those two days aggregated

35,000 cash admissions and the exhibition

was the greatest ever made in Northern

When it is considered the Association

was only organized thirty-five days previ-

ous, and all the arrangements completed

and advertising done in that five weeks,

t ie showing made beats all records. Of

course there were cities to draw from, but

the shortness of the time, the skepticism

### The Premium List.

The premium list is absolutely necessary for the success of the fair or harvest home, yet it is rarely even half done. The fair managers generally recognizing that they must have a printed list of premiums, farm out the privilege to some local printing office, and then the advertisers are worked for all there is in it. A thousand or so are printed and promiscuously distributed through the advertisers, handed here and there, or mailed to the fifty or so who may ask for them. As a rule, the fair premium list is a country job, not but that some country offices can do a good job of printing, but they rarely do make up an effective premium list. The attractions and list of premiums are so jumbled together with the advertising that neither the fair nor the advertiser gets more than half of the benefit.

I was particularly impressed with the lack of force in premium lists when as advertising manager of the Ludlow Lagoon, I was called upon about the middle of August to advertise a tri-county harvest home to be held at that famous Cincinnati resort on September 13 and 14, 1895. The bill posting and newspaper advertising was quickly placed, and startled the farmers of Boone, Campbell and Kenton counties of Kentucky. The bills were striking and advantageously posted. One farmer said it was "advertised like a circus," and yet it would surprise some of our circus people if they knew the amount of paper used. It was not so much the amount of paper as it was the careful way in which it was posted. Not a sheet was wasted and every point was covered. The advertisements in the county papers were miniature billboards, and emphasized with local notices, that read like, and were, news items.

It was my first hand-to-hand experience with the premium list though, and securing the printed lists of a number of previous fairs and harvest homes, I readily recognized its value and wondered at its abuse. Not one of the lot was wellprinted nor effectively arranged, and in response to inquiries, I was surprised to find that the issue rarely exceeded one thousand, and that no system was adopted in their distribution. In the three counties are situated the cities of Ludlow, Kentucky. Covington, Newport, Bellevue and Dayton. Only a small percentage of this population would be interested in the premium list, and the Lagoon, being open all Summer and already well-known to the residents, I published a brief fourpage programme of the attractions and

the scope of the exhibitions, and made a house to house distribution of them. Of the premium lists, I issued ten thousand copies, and mailed one to every voter and property owner in the districts named. The postage alone amounted to nearly \$80.00. The balance were distributed among the advertisers, postmasters, general stores and in the markets. The

county associations, were obstacles which were only overcome by advertising. The same mediums were used, but these were used correctly and more effectively. The work did not end with simply ordering the printing and putting it out haphazard. The expense of pasting, distributing and mailing was nearly treble the printing

of many and the opposition of the older to the attractions for each day, and following each day's programme was the list for that particular day. There were other strictly fair pages for list of officers, rules and regulations, and special annoucements.

The success of any fair or harvest home is dependent on the spirit of competion it awakens. Every right-minded farmer, stock raiser and farmer's family are proud of their work, and to win the blue ribbon betokening superiority in any line, is an honor which they seek. Let the premium be of sufficient value to reimburse them for the labor and expense of making the exhibit But do not end with that. Let every possible competitor know beyond a doubt what the premium is and all the conditions. To do that, a printed premium list should be sent to all. A systematic distribution can be made by using the polling lists, or better still the assessor's lists./I used both, copying names into a book alphabetically arranged, and catching the non-voter from the assessor's list. I have that list now for use next year, but will, of course check it over again next summer. In this way you reach every family with your premium list, and interest them all The bills will be a constant reminder of the date and place, but the premium lists properly printed and distributed will bring you the greatest returns, though both are necessary and inseperable.

JOHN L WHELAN.

### ARTHUR BABBITT.

On this page we produce a fairly accurate portrait of this energetic, active and rising young gentleman. Though scarcely twenty-seven years old, he has held the position of assistant secretary of the Wisconsin State Agricultural Society, having been appointed thereto in 1801

cultural Society, naving been appointed thereto in 1894.

He is a natural systematizer and a parliamentarian of great promise. Much interest centers on him just at this time, owing to the fact that upon his shoulders will, in all probability, fall the task of associating the American

fact that upon his shoulders will, in all probability, fall the task of associating the American fairs.

He was born and brought up on his father's farm, at Beloit, Wis His father, the Hon, Clinton Babbitt, who is still hale and hearty, was a celebrated breeder of trotting horses and shorthorned cattle, and who, by the way, too, was a member of the Fifty-second Congress, and for ten years was secretary of the society of which his son is now assistant secretary.

Arthur Babbitt attended school irregularly, graduating from Beloit College Academy in 1890. He afterwards studied law at the Wisconsin State University, and was admitted to the bar in that State in 1893.

His career has been an active one. He has traveled extensively, written considerably and worked incessantly. During the time his father was postmaster at Beloit, during Cleveland's first term, Arthur was his right-hand man. He has also been in the employ of the Eclipse Clutch Co., of Beloit, and various other concerns. Possibly a better idea of his personality could be conveyed by merely stating that during his last year at college he took exclusive care of thirty head of cattle. He had to rise at 4.A.M., but he never missed the opening recitation of his class, at 7-45 A.M.

He is a wonderfully genial and pleasant fel-

but he never missed the opening recitation of his class, at 7:45 A. M.

He is a wonderfully genial and pleasant fel-low withal, who not only makes friends easily, but keeps them. We will hear more, much more, of Arthur Babbitt, or the writer is badly mistaken.

The advertising in the premium list paid for the printing of it and its distribution. Every advertiser was satisfied, and one merchant who insisted on having a number of copies to distribute among his patrons, returned them with the statement that his customers all had copies. The make-up of the premium list was

### RAILROAD ADVERTISING.

The passenger departments of nearly all the trunk lines are extensive advertisers in the territory they traverse and also in all that is tributary thereto.

The ways and means adopted are many; and the methods adopted are varied.

During the World's Fair nearly all the roads running into Chicago used posters extensively. The posters ranged in size from a half-sheet bill to a thirty-twosheet stand. Some were designed and printed exclusively for one road, and others were known as "stock." Most of the stock posters were representations of the plan and layout of Jackson Park, and were very effective. The printing establishments were careful not to send the same design to roads competing in the same territory, but by using the same for several roads in different sections, they were able to sell them at a price which, while giving them a good profit, would have caused a loss had only one road used them. It is a matter of fact that the roads using the "stock" posters were just as well billed as those which used special work, and at much less expense.

The use of posters by the railroads during the World's Fair year seems to have been greater than at any time before or since.

Nearly every railroad has some welldeveloped plan of advertising which they follow. The New York Central is probably the best advertised road in the United States. This is a natural result because it has everything that could be advertisedroad-bed, equipment, service, scenery, territory and terminals-and of a character to make very interesting advertising.

In 1893 Geo. H. Daniels, the General Passenger Agent, commenced a series of copyrighted pamphlets, each devoted to the exploitation of some seasonable and appropriate feature. The excellence of these publications was great. The expense involved was manifestly too great to admit of the indiscriminate distribution of these brochures, so in order to place them in the hands of interested parties, the plan of advertising them for sale in the newspapers was adopted.

Since the initial number in 1893 nineteen numbers have been issued. All but one sold at ten cents; this one, issued in the Spring of 1895, and cataloging the summer resorts reached via N. Y. C. & H. R. R. R., sold at a quarter.

This successful advertising was styled "The Four Track Series," and is perhaps quite as well known as any of our magazines. It certainly heads the list of all circular or pamphlet advertising.

In Florida another very successful system has been employed by H. B. Plant. Before he took hold of the railroads of that state the climate was just as perfect as it is now, but comparatively few people knew it, and fewer still of the thousands who went to Jacksonville went any further, except when they would take an occasional excursion up the St. John's river. The advent of Mr. Plant changed all this. First of all he and his associates built several of the most beautiful hotels in the world. They commenced at St. Augustine and stopped at Tampa. The railroads which until then had been little more than "two streaks of rust and a right of way," were made to compare favorably with the best. These things he nize it.

advertised extensively, both by letting people know that they existed and also by the lavish expenditure of money on the guests of the hotels and on the patrons of his roads, fairly dazzling them with grandeur and luxury, and commanding the admiration of all for the wonderful conception and successful execution of this great enterprise.

Among the western railroads, or rather those of the Middle States, undoubtedly the largest advertisers are the rival Chicago-Cincinnati lines, the C. H. & D. and Monon and the Big Four Route. Both are very lavish in their advertising They have something to advertise and they adopt every method and medium. Mr. E. O. McCormick, the Passenger Traffic Manager of the Big Four puts the impress of his ability on the advertising of that great system. He is ably assisted in his efforts by the effective work of his lieutenants, Messrs. Warren J. Lynch and Will Lowes. Mr. McCormick has utilized display advertising in all its forms largely, and the results are apparent in the well-filled trains which the Big Four always hands

The C. H. & D. is an extensive advertiser too, but largely in the newspapers and magazines. The C. H. & D.'s department of publicity is in charge of Mr. Geo. Cunningham.

Of the Transcontinental Roads, the leader in advertising is the Northern Pacific, a fact not to be wondered at when it is remembered that in being the only road to the Yellowstone Park it possesses the greatest advertising feature of any railroad in the country. A recent batch of advertising which this road has is a series of beautifully illustrated booklets and folders from the pen of Mr. Clin D. Wheeler, who directs the company's advertising. The Northern Pacific uses posters to some extent and is also a liberal patron of the magazines having a general circulation.

The railroad advertising of the United Statesis far too extensive to be considered more than in a passing manner in this article, and the roads mentioned may only be taken as representative advertisers The methods in vogue are deserving of careful study by mercantile advertisers because in all cases they are thoughtfully outlined, carefully planned, well executed and persistently followed by men who have made advertising a science.

The subject of Posters is all-absorbing, and endless discussion has been evoked as to the merits of the work of the poster artists. Even so serious an institution as the R. I. Commercial Club recently devoted an entire meeting to the subject of Art and Commerce in Modern Posters, and the report of the meeting was tele-

graphed all over the country. It seems as if with one bound poster advertising had attained through a passing fad more than the years of hard work by interested parties could accomplish. One thing is certain, that advertising with posters has become vastly more popular than heretofore, and it is to the credit of the artistic printers and bill posters that they have brought it to a stage when, by its own strength, it commanded the attention of outsiders and made them recog-

### RICYCLES.

BILLBOARD ADVERTISING.

No kind of vehicle has yet been invented which lends itself so easily to advertising as the bicycle. It has come to be an article in general use among women as well as men, therefore mediums which are general in their circulation are the most valuable.

The availability of the billboards for bicycle advertising is plainly apparent, and the advantages it posseses over any other medium are numerous

The one great advantage which the bicycle manufacturer enjoys when he uses billboards is the possibility of using a design which will show his wheel "life size" or exactly as it looks. He does not have to reduce his illustration to a 2x4 cut or smaller. Another advantage is the possibility of utilizing a design emblematic in character, which will be readily seen and appreciated by bicyclists as they roll rapidly past the biliboard. He is able to reach them when bicycle is the subject uppermost in their minds.

That poster advertising is already beginning to agitate the manufacturers is the prize contests for designs which was recently conducted by the Pope Manufacturing Co., and it is to be presumed that the boards will soon be occupied by the Columbia in a modern art poster.

### THE SMALL TOWNS.

The national advertiser is neglecting the country towns, and the purchases which would result from including them

The farmers constitute a class of purchasers which have not been appealed to by the poster except by the circuses, and it is a great field which is worthy of caresideration.

The county seat towns with a population ranging from 1,000 to 10,000 inhabitants are visited in the course of a month by one or more representatives from nearly every family in the county. In many instances the farmer who did not go to town on Saturday would consider that the best part of his week was lost.

The county seat is the market both for disposing of their products and for the purchase of their supplies of most of the inhabitants of the county, and while Court is in session these towns are simply overrun with visitors.

At present nearly all advertising designed to reach the farming population is confined to the country weeklies, and, admirable as they may be, they are not equipped with the facilities which enable them to give the advertiser the same results for the money as do the newspapers in the cities. They have not the income which is necessary to maintain a complete mechanical equipment without which the best results cannot be had in the advertising pages.

With posters this is different. The advertiser may use just as good a poster in a small town as in the city, and his returns therefrom will be greater because poster advertising in these localities is practically unknown when applied to commercial

The fact that, in many, very many of these places, there is no bill poster is because the advertiser has shown no disposition to use this form of advertising in

these towns. An advertising agent who can post bills himself in such a case is all that is necessary. A few visits from such and some bright fellow appreciates that there is something in it. He secures wall privileges, erects some boards, and the country town has a bill poster.

The attention of the bill posters who have city plants is directed to this condition in the small towns. They have all the facilities at their command, and by securing some locations in the surround. ing towns, can build up a business with wagon routes which will prove a valuable adjunct to their city business.

### THEY DO.

Do Posters Post? Yen! S' what they do Dear Carrie Wells, we know its true
Posters post, but "Thing-um-bobs"
Like Nankevell's and Beardsley's "dobs" Disgust us just as much as vou.

But business posters, in good display. Posts the public every day, And "whoops 'em up" in great big gobs—

Posters post—even the Press Are using the boards with great success. The Journal and World first led the line And bright on the boards the Sun did s And, we opine, the Philistine could fall in line With great success-but we digress

Y, Carol-y-n! Where are your "i-s"? They might not post for Carol-i-ne—
She's out of date—but Carol-y-n In the poster "push" should be, if wise.

We hereby stake a pair of bloomers Carrie believes in business boome That Carrie's bag at the knees, behind-That we read right between the line Of clipping from the "Philistine," See Printers' Ink, page twenty-nine, Last Wednesday's issue, d'ye mind? She's got the usual ax to grind, And wants the "ad" for the magazine You see we're "on," my dear Calline. Don't let that question yex your mind. They post! Adieu! Tru-loo! They do! W. R. BURNITT. Ardmore, Ind. Ter., March 2, 1896.

Decidedly the most popular amusement the past winter was the "poster shows." They are the fad of the hour, the question of art in posters, and one effect has been to bring them to the notice of the people who never gave them a passing thought.

There is not a collector in the country who is not looking out to increase his collection. To this end he eagerly scans the bill boards wherever they meet his eye; he looks at every bill in the hope of seeing something for his collection. The advertiser reaps the benefit of this because the poster must be read to be judged.

Another advertising novelty has been devised by a New York firm. It is a rolltop desk, with advertisements stamped upon the roll top. The desk without advertisements would retail for about twenty-five dollars, but on condition of the purchaser agreeing not to deface or remove the advertisements the desk is sold to him for ten dollars. So, the business man who does not object to being greeted every time he closes his desk with such chirpy inscriptions as "See That "Good Morning, Have You Hump." Used Pear's Soap?" and Hood's Sarsaparilla for the Blood," can get the larger part of his office furniture "dirt cheap

### **Matters of Interest**

To Advertisers, Bill Posters and the Public Generally.

APRIL, 1896.

R. L. James now owns the boards at

W. L. Mildrum & Co., of North Broadway, Yonkers, N. Y., have issued a neat brochure containing a list of their locations.

Wm. F. Doty, of 190 East 117th street, New York City, is employed by Harry Munson, of New York.

John G. Hastings, of Palmerston, Ont., anticipates starting into bill posting at an early date. We wish him success

T. J. Bryan, the exceptionally bright and able secretary to Mr. P. G. Stout, of St. Louis, Mo., is an enthusiastic supporter of the Inter-state Association.

This paper has recently instituted an extended and exhaustive inquiry in order to determine the exact number of bill posters in the United States and Canada. The result showed that there were exactly 1429 entitled to rank as such.

A careful comparison of our subscription books with the tables thus prepared reveals the fact that out of the whole number, 1420, exactly 1271, or over 88 per cent are subscribers to BILLBOARD AD-VERTISING.

Mr. Geo. W. Stevenson, of Jackson, Mich., has had his poem, "Only a Bill Poster," printed and bound for permanent preservation. The editor of BILLBOARD ADVERTISING acknowledges the receipt of a copy.

The paste machine manufacturers, J.H. Day & Co., of Cincinnati, are offering their standard machinery at very attrac tive prices, but Mr. Day says if their standard machines do not suit either in pattern, capacity or price, they can get up a machine to suit any individual purchaser at any price. The bill poster who is looking to operate his plant most economically, cannot do better than to open correspondence with J. H. Day & Co.,

Among the pleasant things which the newspapers sometimes say about the posters is the following from that sterling moulder of Connecticut opinion, The Hartford Courant .

'The poster adds an imaginative and picturesque element to street life and also adds a zest to the days of the poster enthusiast which justify its existence and make it probable that it has come to stay.'

Local merchants are becoming more and more appreciative of the value of poster advertising, and the newspapers instead of "knocking" are whistling the other tune. They realize that molasses catches more flies than vinegar, and to tell a man that his poster advertising is viscious and unprofitable when he knows better, is not apt to convince him of the value of what they offer. Here is how one paper in a little Iowa town uses taffy:

"Garrison & Haesemeyer have put out

The artist of the advertising department after his business in a way that will be appreciated by all consumers of the necessaries of life."

Mr. A. Cressy Morrison, the brainy man who directs the advertising of the Pabs Brewing Company, of Milwaukee, Wis., second vice-president of the L. A. W.

J. G. Claus, of Plattsmouth, Neb., has a live little town, and advertisers will do well not to miss it if they are covering

Prof. W. Chambers, in the New York Times devotes three colums to unfavorable comment on the poster work of Aubrey Beardsley, and not satisfied with this, promises more. Surely Beardsley has at last done something creditable or he would not come in for so much abuse.

Chas. O Miller, of Miamisburg, Ohio, controls the bill posting privileges in sixteen towns and villages having an aggregate population of 25,000 people.

Geo. Knox reports good business in Meadville. Pa. Knox has good boards and renders good service. Local work is his strong suit.

Until the advertiser is able to give his paper to the bill poster and distributor and feel absolutely sure in his own mind that the service rendered is exactly what is promised him, he will continue to use other mediums in preference. The sole aim of bill posters should be to establish and maintain the confidence of the advertiser by service as near perfection as possible. When this state of affairs obtains then will the bill poster increase in prosperity to an extent of which there is no foretelling. The possibilities of advertising by display and distributing are illimit-

G. G. O'Brien's bulletins, which have made such a hit in Pittsburgh, are receiving much notice in the trade magazines on account of their great artistic excel-

Newspaperdom says editorially, "Give some time to the study of how to keep an advertiser, and make his advertising pay, as well as how to get him."

This paragraph had direct reference to newspaper advertising, but it is none the less applicable to bill posting and outdoor advertising. It is a fundamental principle which must be applied before the bill posters ever attain the great position among advertisers which their nedium deserves.

The members of the International Assossociation of Distributors are indignant at the unwarranted attacks made on that Association by a Philadelphia publication which claims to be the organ of another association of distributors.

They request the statement to be made in these columns that the International Association is not a back number, but on the contrary very much in evidence. By strict attention to business and doing all

a large poster this week announcing a their work as the advertisers want it done, clearing sale to take place to-morrow. they have established a standing among business men that cannot be shaken by of this firm has taken up a cudgel and is attacks which are so plainly venom and spite as those which are appearing from month to month in a publication having a character about which the least said is best and whose circulation is largely maintained by lavish use of sample copies.

> If bill posting grows with the same rapidity in the next decade as it has since 1886, the bill posters will literally own the earth because they will have it all fenced.

### THAT LICENSE QUESTION.

Whitneyville, Conn., March 10th, 1896. Editor Berr POADD ADVEDTISING.

I have taken considerable interest in the dis-cussion in regard to the licensing of bill posters and have been reminded of an experience which I had in 1860 with a licensed bill poster a Corry. Pa. I was advertising the Arlin and as touring companies rented in those days, there was no local manager to look out for the interests of the attractions. As all advance agents did then. I wrote ahead to the bill posters iring the boards, and duly recived fr securing the locates, and duly received from the bill poster at Corry a communication saying that the boards were mine as desired. But when I arrived in town, the boards were elegantly billed for Thaver & Noves' Circus, and the minstrel and was left. I had played the town earlier i the season, and it occurred to me that the bill poster had told me that he was licensed. Thereupon I called upon the Mayor, who happened to be a sterling business man, and stated my case nd showed him my letter from the bill sticker The Mayor enquired what would satisfy me, and I replied, "A good stand next to the circus board at the depot." "Moderate and just," answered the Mayor; "you shall have it, or that license will be revoked." I got a showing, the bill poster saved his license and got a les requently, I have found during a quarter century's experience, that the license, when exces sive, has been used to blackmail the unwary advertiser or shakedown the showman, but as I have stated, sometimes the rule will be foun like a two-edged sword—to "work both ways." CHARLES H. DAY.

Editor Billboard Advertising.

Dear Sir-Your March number contains the views of some others on the license question. and without meaning to offend those who do not believe as I do, it seems necessary to criticise

Both Mr. Elston and Mr. Maxwell take the osition that the man who does not employ the bill poster to do his work is defrauding the bil

poster out of his work is defrauding the bill poster out of his rights.

What rights, may I ask? The man who does his own advertising, simply wants to be let alone. He seeks no quarrel with the bill poster, and so far as I have had experience, it is cus tomary to regard a man's rights as something which is his, and that he has accumulated by his work. The community would not think of pro-hibiting a grocer or other merchant from selling or delivering goods in one ward simply becau cause he lived in another, and by going out of the ward, he comes in on what might be con sidered another merchant's territory. Unawarded business, wherever it exists is not the property of any particular concern. It belongs to those, who in the judgment of the buyer, can give him the best return for his outlay. If in no one, but to do the work himself, what is then

Section 5 of the Frie. Pa. license, which you Mr. Maxwell. There is only one thing to say regarding it, and it is that the court of tent jurisdiction in any state will knock out a discriminating law. A fundamental principle

The law against the malicious destruction of he local manager being a kicker on account of the price charged for posting, let me say right here, that no local manager who thinks he can hill his shows himself to better advantage (price

will give his work to the bill poster if the bill poster can do better for him than he can for himself. The only logical excuse for a license law is to raise revenue for the city, and in that event, the bill poster should pay his proportion ate share in common with all other industries.

ate share in common with all other industries.

This idea of a license to be used as a club to is all wrong, and the sooner the bill poster de pends on something else, the sooner will they be where they belong and where the merits of the poster will put them if they will let it.
No LICENSE.

### HOW THEY DO.

Some Methods in vogue among the Bill Posters.

It is safe to say that out of the many inquiries made by the O. J. Gude Co., regarding the methods in vogue, none were more frank and to the point than those given below. They are worthy of study and the methods of imitation.

Lima, Ohio, Feb. 27th, 1806. THE O. J. GUDE CO., New York.

New York.

Dear Sirs—Yours at hand. In reply will say:
The reason our paper will always stay up four to six weeks, without renewal, is—first, we have all our boards capped; second, we always strip the boards three time a year, and some boards oftener; third, we use good flour paste, well made: fourth, we cover the entire space when each sheet is to be posted, with paste; fifth, and last, but not least, we rub it in well, taking out all the air blisters, leaving a hard, smooth surface. We may add, to set it all off, we use plenty of blank paper for borders. Hoping vo will put Lima down for more paper in your next will put Linea co-order, we remain. Yours for business, W. C. TIRRIEL & Co.,

Providence, R. I., March 2d, 1896. THE O. J. GUDE Co., New York.

Gentlemen-Yours of the 28th received. An lad to know that our efforts in behalf of your people are appreciated.

You ask if I cannot send you something that will be of benefit to the craft in general. The first thing necessary for good work is that your boards shall be in good shape, and not loaded with paper; then let every man who takes out a stand of paper understand that he has got any-where from fifty cents to one dollar of the advertiser's money; if he wastes one sheet he spoils the stand, in other words takes so much noney that does not belong to him, money that was entrusted to his care. I find bill posters are too careless of this fact. They only look upon it as so much paper, which to them means nothing

Next, we use starch paste, but we are new in good, still our paper stays through storms with few breaks, (which cannot be avoided by wood swelling and drying) where paper put up with flour paste washes off altogether, but we are aware of the fact that it is much more work to handle starch paste than flour, because it has to e made fresh. We never use, through the

winter months, paste that has laid over night.

Another thing very necessary is that paper should be thoroughly rubbed down; in that lays the whole secret, as paper may be put up with ever so good paste, and if not properly rubbed down, nothing will save it.
Relative to putting up pasted

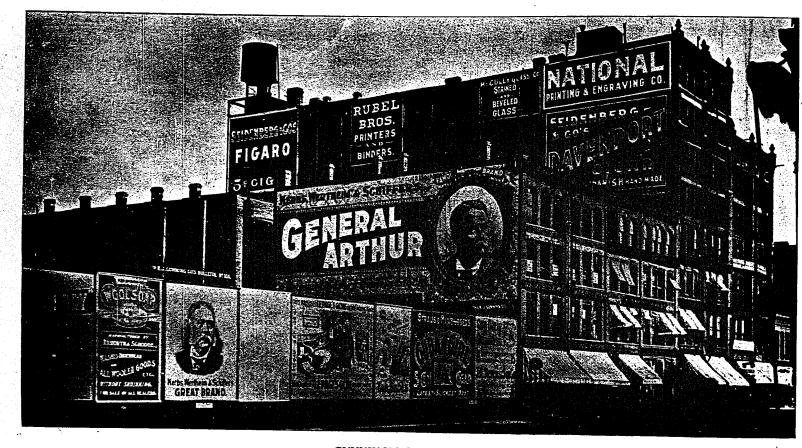
it is much nicer to handle if properly matched and more quickly posted, the under lapping and over-lapping on paper makes no difference, if it

be of any benefit to any one; the only thing is to let every bill poster work in his own way, with the one object in view, that is to make money in advertising.

When all the bill posters work on this prin-

ciple, there will be no need of asso protect them, and until they do that, all nowers ined in Heaven and the other pl not do them any good, as there is no law in this country that will force a man or a corporation to throw their money away, which they do when their work is not properly posted; they simply stop bill posting altogether.

OLD COLONY BILL POSTING CO.



**GUNNING'S BULLETINS.** 

### GUNNING'S BULLETINS.

In this issue we present a couple of fairly good reproductions of some of the splendid bulletins and mural signs of the R J. Gunning Co., of Chicago.

Illustration No. 1, with the bulletin board and large "Arthur" wall, is one of the most prominent in Chicago, being located at the corner of Wabash avenue and Congress street, directly opposite the Auditorium Hotel, and conspicuous to the view of a hundred thousand and more of Chicago's population, who daily pass and re-pass this corner in their journeying to and from their homes and places of business. This fairly well illustrates their regular bulletin board service in Chicago, which covers all the lines of surface car and elevated road travel, as well as the boulevards and drives, at park entrances, etc., in a way to command the attention of the accumulated mass of travelers over the lines, and past these other important and strategic points. All of the most valuable locations of this character in Chicago, positions whose location makes them desirable for outdoor display, both wall and bulletin, are absolutely controlled by The Gunning Co., being held under longtime leases. The large "General Arthur" display over this board is an example of their special wall service at prominent focal points, on which the highest grade of artistic workmanship is executed.

Illustration No. 2 illustrates the manner in which they make use of the advertising space around prominent down-town buildings in the course of tearing down, erection, etc. This particular board is around the new Fischer building, at northeast corner Dearborn and Van Buren streets, in the heart of the "sky scraper" district, it being across the street from the "Old Colony Building," the "Monad-

nock Block," and but one block south of the Great Northern Hotel and Government Building. Exorbitant rentals are paid for privileges of this character, and the length of show is seldom over three months, but as the policy of this concern has always been to give the advertiser the greatest "circulation" possible for his announcement, nothing is considered save that one point, even though it may mean a pecuniary loss to The Gunning Co., which is often the case.

### St. Louis Notes.

The outlook for an extensive business in bill posting and out-door display advertising generally, in St. Louis and the Southwest, is extremely encouraging. The inquiries from business men, whom I have never been able to reach heretofore, is astonishing, convincing me that arguments of the past, that were at the time apparently lost, will be of some avail in the future

I am not in a position to say just what has brought about this change—possibly there are many reasons—but would incidentally mention that street car advertising is diminishing in St. Louis, and I have no doubt but that the bill boards will be benefitted thereby. All new street cars for St. Louis, with a few exceptions, are having the seats placed crossways, hence the signs in the cars can not be read, while it places the passengers in a better position to view the boards.

Visitors from the West have commented upon the beauty of the art poster, prepared by the Huiest-Stout Sign Co., of St. Louis, for "Kabo Corsets." They have been seen on the bill boards in Kansas City, St. Joseph, Leavenworth, Topeka and Wichita, which, I believe, will be an incentive to extend the advertising of similar industries

The bicycle dealers of St. Louis are in no way slow in recognizing the efficiency of the boards, and the poster of the Humber wheel, handled by the International Wheel Co., is considered about the prettiest poster ever placed in St. Louis, while the bulletins of the Davidson and Rambler are very fine, with many others to hear from in the near future, as the bright weather approaches.

The boycot failed to connect in St. Louis The St. Louis Bill Posting Co., who are members of the A. B. P. A., are handling Sweet Moments, and giving the paper a great showing

### REMARKABLE RESULTS.

S. J. Taylor, secretary and general manager of the immense Dr. J. H. McLean Medicine Co., of St. Louis, Mo., in a recent interview with a representative of BILLBOARD ADVERTISING, detailed a remarkable experience in poster advertising. Said he: "I have an extremely high opinion of the efficacy of the boards. Last year we made an experimental appropriation, with which we billed two different sections of country widely separated. The first included everything within a radius of fifty miles of Indianapolis, Ind., and the second everything within a radius of fifty miles of Minneapolis. Although the cost was much be-low what it would have cost us to have covered these sections by using the news-papers, we found, upon careful inves-tigation, that the sales of our remedy in Indiana were increased 900 per cent., and in Minnesota 1,000 per cent. over any results we had ever been able to obtain in

Was there ever a more glowing tribute paid to the potency of the poster?

### HERE TO STAY.

BY C. E. SEVERN.

At intervals there are agitations of varying degrees of earnestness and persist ency against the bill board and the sign board. As a rule the movement that has for its ultimate aim the abolition of the bill board is launched by persons whose æsthetic tastes are jarred and harried by the alleged harshness and homeliness of the bill boards. These individuals are, no doubt, sincere in their belief that the boards deface the avenue, the scenery, etc., but they are unfortunate in having such exquisite faculties. They will have to bear the annoyance caused by the signs and bills so long as the vast majority of people is dominated by the same feelings that sway them to day.

There are a few, comparatively speak ing, who dislike the bills and the signs, because they give offense to the artistic sense which they say they possess, but the great mass of people, the common people, who rule the country and whose will is law, like the poster. They like to look at the bill poster at work, and to see the bills, the pictures; they watch for new advertisements to be painted on the sign boards, and they appreciate the ads" that are familiar to them.

One of the pleasantest recollections that is cherished by the man whose boyhood was spent in the city, is that of the bill boards. He remembers how he used to stand before the pictures and the advertisements, and when a circus was billed he was in the seventh heaven of delight. With senses entranced, he would devour every detail of the graphic display of the

Men are children of a larger growth; they do not outgrow the fascination which the bill boards had for them as children, nor do they inquire whether the perspective, etc., is ruined by the paint, paste and poster. They feel that interest is added to any scene by the bills and the The bill board men can have the satis-

faction of knowing that the great mass of people have no sympathy with any movement directed against the boards and the signs. The persons who are opposed to them should understand that popular opinion is at variance with their plans, and without the good will and sanction of the rank and file the "reformers" can do no harm to bill posting interests; and it is not likely that public sentiment will ever veer in their favor, for the bill board and the sign board have a hold upon the interests, if not upon the affections, of the great majority.

APRIL, 1896.

### New York Notes.

About a year and a half ago a newspaper advertising agent thought he saw a fortune in wall advertising, and he proceeded to buy up a few of the walls of the New York Advertising Sign Co., and to offer them for sale. After keeping them for more than a year he succeeded in selling his leases to Mrs. Harriet Hubbard Ayer, or, rather, to the Recamier Manufacturing Co., who employed the R. J. Gunning Co. to paint them for Recamier Cream. It seems that Mr. Newspaper Agent, together with numerous others, failed to get his pay from Mrs. Ayer, and the walls are now being painted for Virgin Leaf Tobacco, by Gude.

The Hawes Hat Co., of New York, are supplying their agents throughout the country with a very attractive one-sheet poster. sam W. Hoke is placing the poster in this city, and is also placing their newspaper advertising. In other cities the poster will be placed by the local agents.

The prize poster exhibit of the Columbia bicycle, now being held in New York, will make the rounds of the various cities, and will show about a week in each place The exhibition is drawing great crowds everywhere, and should be of great advantage to bill posters generally, in educating the people up to the possibilities of art on the bill board. The bill poster and poster printer who fails to see this display will make the mistake of his life.

fam W. Hoke states that he had some business refused the other day on the ground that the bill poster himself had been soliciting the advertiser, and would have got the business anyhow. Hoke will probably make no further effort to secure work for that town.

Barnum's Circus monopolizes the bill boards of the entire metropolitan district just now, and will continue to do so for the next thirty days or more.

"Warner's Corsets Fit" loom up on the bill boards in the towns all along the line of the Pennsylvania Railway between New York and Philadelphia, but they have not yet placed any of the paper in either of the cities.

There is one man in the A. B. P. A. whom the New York representative will not pull around by the nose next July, and that person is Geo. Castner, of Syracuse, president of the New York Association. Mr. Castner has some very pronounced ideas about certain actions, and is bent upon expressing himself freely in open convention. If the boss tries to strangle him-well, he'll find he is up against a tough proposition, that's all.

If you depend upon incessant repetition for effect, use the bill boards. They are tireless repeaters, often creating an indelible impression in a single day.

### Philadelphia Doings.

The Ledger Job Print, of Philadelphia has a very attractive eight-sheet stand on the bill boards of that city, extolling the merits of bill board advertising, and offering to make sketches free for the advertiser who would like to see how his "ad" would look on the boards. The bill poster may or may not receive pay for placing this paper, on his stands. He could very well afford to do it gratis, I should think, and I would suggest that bill posters generally make the proposition to their show printing house to place any such paper free. If the printer gets a hundred out of the "ad," the poster gets probably two to five hundred.

The two Americans—the "American Bill Posting Co." and the "American Advertising Sign Co."-both of Philadelphia, seem to own the town completely. One occasionally sees another name on painted barn, but not often. J. F. Johnson and W S. Yerkes, of the Sign Company, are great pushers, and when Philadelphia can't keep them busy they jump onto a train and hit the New Yorkers for a change.

The Wellsbach Light Co. and the Ladies' Home Journal, both of Philadelphia, are considering the poster question. They are both great spenders of money for advertising in the newspapers, and, if they should decide to enter the display field, the lumber market would boom for

Liggett & Meyers' Sweet Moments Cigarette has a great showing in Philadelphia, where the boycott failed to con-

In selecting locations from your bill poster's stations, have an eye to the elec tric lights. Bill boards within the glare of an arc light are efficacious, day and night.

WASTED ADS. The article in the November number of BILLBOARD ADVERTISING concerning the negotiations pending between the leading circuses and the International Association of Distributors brought vividly to my mind's eye a case in point. Last September while driving from Omaha to a town some ten miles Northwest, we saw hundreds of advertisements of one of the most famous circuses strewn along the road, the entire distance. Many already were half buried in the mud by the horses and vehicles which had passed over them: very few were clean enough to read, had we or any other traveler along that muchtraveled road been sufficiently curious to stop and pick one up-all the balance utterly wasted, except that they added to

When the International Distributors' Association becomes known and its principles of business understood, circus managers and all other advertisers will learn that in advertising as in other lines of work, "The best is the cheapest,"-then the cheap distributor who puts out a part of his job lot of ads, and burns up, or in any way fraudulently disposes of ads entrusted to him for public distribution, will be forced to find other occupation where his talent for cheating can have full scope.

the distributor's profits.

Possibly the most unique advertising medium ever invented is being exhibited by Mr. George H. Hollidge, vice-president and general salesman of the American Revolving Advertising Wagon Co. The device is really a traveling panorama. The handsomely built wagon is filled with a canvas 160 to 200 feet long by 7 ft. high A gearing, attached by a sprocket to the wheel, serves to keep revolving the canvas on which the "ads" and pictures are painted. The remarkable display of swiftly moving color shown by the model is a criterion of the attention the fullsized wagon will attract on the streets. It is something the public will give con-



**GUNNINGS BULLETINS.** 

### Letters to the Editor.

### Which are both pertinent and timely.

Various Subjects come in for com able and otherwise.

Nainaimo, B. C., Jan. 25, 1896. BILLBOARD ADVERTISING CO. Cincinnati. O

Gentlemin-Enclosed find one dollar, my subcription to BILLBOARD ADVERTISING. January number, and oblige, Yours truly,

P. S.—It is the best paper I have ever had for

Wolf City, Tex., Feb. 8th, 1896. Editor BILLBOARD ADVERTIS

Dear Sir-I value your paper quite highly and mean exactly what I say. It is my custom to always tell the truth in ad writing—if the truth s not desired, I stand aside. Ad writing and ad building is my business, therefore I always enjoy good books and papers on the subject. Wishing you prosperity, I am, Your truly,

H. S. ELLIS.

### WHO KNOWS?

Hamilton, Can., Feb. 27th, 1896. Editor BILLBOARD ADVERTISIN

Dear Sir-The writer takes the liberty of asking you for a recipe to keep paste, that will not eat the brushes, and rust the iron pails, as Blue S. and Cor. Sub. does, and oblige, Yours truly,
P. J. CULHANE.

Jas. H. Hennegan, Esq.,

nager BILLBOARD ADVERTISING. Cincinnati, Ohio

Dear Sir-From the many journals, magazines, etc., that necessarily fall into our hands, I desire to say in all candor and with due respect to other publications, that your BILLBOAD AD-VERTISING surpasses them all.

In making this broad statement, I do not wish to be misconstrued, as the others unquestionably have their advantages, but I am writing from the standpoint of our own business, the principal features of which, as you know, are Bill

No one engaged in a similar business, especially in the soliciting departments, can afford to be without a copy, as the lessons taught therein, be without a copy, as the lessons taught therein, in judicious argument to be used in securing business, are well worth the small cost incurred.

In addition to this, I firmly believe that you

are doing more to advance the inter posters, than any other medium that has been set forth to bring about that result, and your reward should be an increased subscription list Thanking you for the benefits our company has obtained through your columns, and with

> Yours respectfully, HUIEST-STOUT SIGN CO.

### SHORT, BUT EXPRESSIVE.

OFFICE OF EVENSON BROS...

St. Peter, Minn., Mar. 10, 1896. Editor BILLBOARD ADVERTISING,

127 E. 8th, Cincinnati, O.

Dear Sir—A copy of your paper was handed me by a mutual friend. One paragraph more than paid for a year's subscription. Enclosed

Respectfully, GEO. M. EVANSON.

Eureka, Cal., March 14, 1896. IAMES H. HENNEGAN:

Dear Sir-Enclosed find \$1.00 for BILLBOARD Advertising. Thanking you for the January copy, it created an interest for more per paper for the craft and will do good. We are isolated here, having only steamer connection, but having lived elsewhere can appreciate a good thing when we see it. Hope the A. B. P. ssociation will unite with the Inter-State

Yours truly, KILLEN & FRI.TZ.

The following correspondence is of interest to the craft.

As every bill poster is practically a contracting agent for every other bill poster, this subject of commissions appeals to them from both sides of the fence.

There used to be bill posters who said, "Hang the solicitor, I don't need him; if an advertiser wants my boards, let him come to me for them." But these men are either out of business or they have learned that the solicitor is their best friend, and that he is working hard to convert the vast army of newspaper advertisers to the belief and knowledge that the billboard is the better medium of the

When the solictor for bill posting approaches Mr. Scott's Emulsion, or Mr. Royal Baking Powder, and asks him for a year's contract for posting Baraboo, and Kankakee, and Kokomo, and Waukesha, Mr. Emulsion or Mr. Powder says, "How am I to know that the work has been done? With a newspaper I can sit at my desk and satisfy myself that I am getting what I pay for."

And the solicitor who is able to convince these big advertisers that they will get the service, is rendering a lasting benefit to every bill poster in the business.

Waukegan, Ill., Feb. 11, 1896. \$AM W. HOKE.

87 Nassau Streeet, New York.

Dear Sir—You have been accepted as a member and authorized contracting agent of the Inter-State Bill Posters' Protective Associate Enclosed find proof-sheet of our membership list to February 1st. There will be about fifteen

dditional names to go on the list. Your commissions will average about as fol-lows where paper is listed at following prices:

3c. per sheet, 10 per cent.

. per sheet, 12½ per cent. Sc. per sheet, 15 per cent.

12c. per sheet, 16% to 20 per cent. As we wish to adopt some scale for the guidance of both bill posters and contractors, I we

like to have you make up a scale that you think would be satisfactory, and one that you could promise to abide by, so far as the members of

> Yours truly (Signed) CLARENCE E. RUNEY, Sec'y.

New York, Feb. 21, 1896.

MR. CLARENCE E. RUNEY, Sec'y, Inter-State Bill Posters' Association, Waukegan, Ili.

Dear Sir-Yours of the 11th at hand, in which you suggest a sliding scale of comm ask for suggestions as to what would be considered a fair rate of commission from various posters who charge various prices. On first examining your scale, it struck me as a very fair arrangement, as the rate decreased as the price charged decreased, thus making the small town that gets only three cents per month pay a com-

mission of only ten per cent Instant of only ten per cent.

I understand, however, that one great trouble with the old Association has been to secure work for the small towns at the same rate paid for arge cities; many advertisers would omit such places entirely, and confine their appropriatio to the larger cities. The Inter-State has avoided this difficulty by making a rate that will allow ulty by making a rate that will allow the advertiser to use the small town to advan-tage, as well as the large cities.

Now, the solicitors are human beings with the same love for money that all other human beings possess; the solicitor secures an appropriation of say ten thousand dollars, to be expended in bill posting; the advertiser is going to place this ney to a certain extent where the soli advises him to, and if the solicitor can make ten per cent. from the small town, and sixteen per cent. from the larger town, and twenty per cent. from the big city, he is naturally going to give of the paper to the small towns, and as much to the large cities as he can induce the

WHAT COMMISSION CAN YOU PAY? As a result, the small town that might be given five hundred sheets will be scaled down to one hundred sheets, and the large city that would have received five thousand sheets will be given ten thousand sheets.

This is merely one of the possibilities of a sliding scale of commissions; there may be nothing in it, and there may be a great deal; the Inter-State is young and it must endeavor to pro-fit by the knowledge of the mistakes made by others: the small man is the one that is going to to send out one hundred sheets as to send out one thousand; there is as much letter writing necessary; there is as much bookkeeping re quired for that small order, amounting to \$3.00 fifty cents, as for a large order amounting to one hundred or one thousand dollars.

For these reasons, I have come to the conclusion that the commissions should be uniform and as cities are paying sixteen and two-third to twenty per cent., I suggest the adoption of this

I have sent a copy of this letter to BILLBOARD ADVERTISING, in the hope that its publication may bring some letters from the bill posters lves, giving their views on the subject. Yours very truly,

SAM W. HOKE

### HOT SHOT.

The Inter-State still keeps on its victorious course. Expressions of opinion and news from many towns.

The Leland Hotel, Chicago, Ills., offers members of the Inter-State a rate of \$2.50 and \$3.00 a day. This is far below their usual rates, and was secured through the efforts of Mr. Clarence E. Runey.

Mr. Steve DeLong, Vice President of the Illinois Bill Posters' Association, (A. B. P. A.) says:

I contracted to-day for Liggett & Myers' "Sweet Moments," California Fig Syrup, Hamilton's Carpet Cleaner, and New York Dental Parlors, and no inducement from Mr. Campbell can change these contracts. I am here for the business and I propose to put up Liggett & Myers, Campbell or no Campbell, and any other paper that pays Inter-State prices.

Cameo Baking Powder Co., 66 - 77 Michigan Avenue, Chicago, are posting paper throughout Illinois, through members of the Inter-State Bill Posters' Protective Association. They are getting good service.

P. F. Schaefer, President of the Inter-State is a broad-gauged liberal man. He is certainly the right man in the right

A correspondent writes as follows:

Thompson Bill Posting Co., Waukesha. Wis., has only one board, leaning against a building at an angle of about 45°. Firm is composed of Thompson himself, and he is about seventeen or

Clarence E. Runey, of Waukegan, Ills. is a natural born organizer. Much credit is due him for the manner in which he has worked for the Inter-State B. P. P. A.

The following members of the Inter-State have been appointed Corresponding Secretaries:

F. M. Groves, Evansville, Ind., for

R. G. Spaulding, Boise City, Idaho, for Idaho, Washington and Oregon. G. H. Siebe, San Francisco, Cal., for

California. W. H. Burnitt, Ardmore, Ind. Ter., for

Indian Territory. Other appointments will be made, (one for each State) as fast as members show their ability to handle same.

### THE AMERICAN POSTER.

APRIL, 1806.

A correspondent of The New York Times makes the statement that " it is a common practice of American poster houses to pub-lish in their entirety designs by French and English artists, which are reprodu ploying a lot of lithographic tracers" This is a piece of mischievous nonsense which scarce-During a connection of nearly fifteen years

with a theatrical poster establishment which probably ranks at the head of the field in the United States, the writer can safely assert that the number of such copies made does not exceed the amount of fingers and toes belonging to a single person, and also that when such copies were made (which was at the demand of those placing the order in every instance) the proper credit to the original artist was printed, even more conspicuously than before. The same state ment applies to the other houses. Furthermore, there are not enough foreign poster designs, either pictorial or decorative, issued in ten years abroad which possess merit of an artistic nature or merit of a business nature to supply "copies" for merely one of the vast concerns of America. even if they were disposed to do that sort of thing. The number of "tracers" and imitators to be found in the lithographic poster field i just about in the same proportion to the men who provide the original and high-ordered drawings as in the field of periodical illustration. The vast amount of stuff, and worse than stuff, written about the poster for two years past exhibits more lack of knowledge and paucity of understanding of the subject than any chain of comment ever put together. The publication of queer criticism by the magazine page, illustrated with half-tone copies of the worst work ever turned out by the best men, and of a rare good thing or two by the worst men, has char the whole long array. The effect of all this weary effusion has been to put the United States in its wrong position regarding posters, to make people who want to know the truth possessthemselves with the wrong idea about its production, and give the general notion that we are just learning the art and the use of it. In this ning with Matt Morgan's work, and continuing down to the present day, there has been produced, year by year, with growing artistic quality, such a number of posters and such a demand for artists of versatility and training to provide the designs for them that the work done abroad is insignificant in relation to it. The United States has to-day something like twenty ishments which make posters alone their special production, and which show a capital invested of nearly \$3.000,000. They provide employment for something like 100 draughtsmen and designers, and perhaps 500 additional artists who reproduce the originals of the former. The influence of the work of some of these men, both n figure and decoration, is strongly shown in the tracks left by a good many "black-and-white" people. In addition to this, they give commissions continually to no inconsiderable number of painters who draw for the illustration

of the magazines. In all the work annually brought forth there is a splendid and increasing proportion of what is excellent art. This proportion will increase more rapidly every year by the mere force of on it exerts upon those who pay for post ers, until the most of it all will be fairly of a high class, it is to be hoped. If we take the whole product of the French designers or the English, the number of meritorious pieces is not one bit greater in proportion to the whole as it is here, and I doubt, after a recent examination of a collection just brought over of nearly 100 recent posters, among them numerous examples by the most famous of foreign designers, if we do not show four times the percentage of really artistic and brilliant drawings in our list for the past year of works by native artists

A new form of advertising has recently appeared in New York. A steady-going and somewhat ancient horse is provided with two light wooden flaps, each about six feet long and three feet wide, and these hang on either side, being joined by iron rods run through the saddle. Another iron rod holds a wooden sign about six feet above the horse's fore quarters, and on all three boards advertisements are displayed in big letters.

### A wer sising stinks Unraveled In this department advertising problems will be solved, and all kinds of publicity honestly criticised Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Fhiladelphia.

### FOLLOW THE PEOPLE.

The season of out-door life is about to begin. From now until the middle of October every available moment will be spent out in the open air.

The wise advertiser will take the hint: he will remember that the fireside is a thing of the past, and that it will be several months before the newspaper is again read in the evenings under the ruddy glow of the library lamp.

Don't let your advertisements sit in the house waiting for readers, but follow your customers out into the open air Meet them at every corner; stare them in the face at the baseball game; meet them on the picnic grounds; let them have you on their excursions; in other words, use the bill boards; make a grand outdoor display, and do it before the same idea has struck your competitor.

Now, I am not advocating dropping the newspaper, nor do I want you to discontinue the use of circulars. I want you to be progressive enough to recognize and use the good of every method of advertising.

It makes me tired to read the articles of self-called "advertising experts," who furnish column after column of space to tell you that to spend money for circulars and posters is a sign that you are getting "queer" in your "upper story." course, newspaper advertising is all right, but so is poster, and so is circular, and so is a band of music and a "grand opening," and so is any other form of publicity that gets your name up. It's always the narrow neck bottles that make the most noise (and who are the most generous in the use of the personal pronoun I), but it is a pity that such ignorant gush should make would-be poster and circular advertisers hold off. If BILL-BOARD ADVERTISING could give me the space I could recite one thousand cases where the advertising and financial success of the business was directly due to the circular and the much-despised bill-

STICK TO YOUR LAST-DeWitt H. writes:

board

Will you kindly inform me where I can find a market for new and original advertising designs? I work at sign painting, but as billboard advertising seems to take the cake, I thought i might be well to try my hand at all kinds of new and original designs for printed matter. I en-close samples for cheap cuts, but do not expect to give you much of an idea by them.

ANSWER: We all know of the man who said, "find out what kind of advice is wanted, and then give that kind." I feel sure DeWitt H. expects me to praise his

drawings, but I can't do it. It is such work as he sent me that is making illustrated advertisements unpopular. Advertisements with cuts in them such as DeWitt sends me as examples of "original advertising designs" could never pay, no matter how clever the wording. If my correspondent can paint signs, and paint them well, he had better stick to that work. As an illustrator he will make a dismal failure.

GIVE REASONS-H. Joseph Harth writes:

Please answer the following questions, to-wit 1. If an advertiser places a paper or pamphlet or circular inside of a paper or pamphlet are they counted as one or two? 2. If two papers are placed one inside of the other, are they counted as one or two? 3. If a distributor of ploys boys, would the majority of advertisers be pleased to be informed of the facts, or would they consider that no one's business but theirs?

ANSWER: I should think questions one and two could be better decided by your State Association; however, the editor of BILLBOARD ADVERTISING may have something to say on the subject. As to question number three, most decidedly you should inform advertisers that your competitor is distributing their circulars by boys, whether they want to know it or not. You should take every fair means of pushing your business, and it is only just that you should advertise that your distribution is done by men, while that of your competitor is "undone" by boys. Then, if the advertiser receives estimates from both parties, he will at once under stand the cause, if your bid is a trifle higher; and, if he is a shrewd advertiser, he will give you the work.

While I am on the subject I want to reproduce a circular received from an upto-date distributor and bill poster. It's good advertising, but would have been much better had it been printed on a good book paper instead of a poor newspaper. Perhaps clothing doesn't make the man, and I don't think paper makes the circular, but it has a powerful lot to do with creating a good or a bad impression Here's the circular:

Recognizing you as an extensive advertiser-your attention is called to a few facts, which may prove valuable in solving the problem of "Successful Advertising and the Promotion of

our Business."
It has been demonstrated that placing a wellwritten circular directly in the hands of those you desire to reach as possible patrons, is decidedly the most satisfactory method employed at the present time. The heavy expense en tailed in advertising through the press usually precludes giving full details, which must be supplied through other channels. Mailing circulars to addresses obtained for such purposes entails a cost of \$12.00 to \$15.00 per the

incurs a heavy loss through matter thus mailed indiscriminately falling into the hands of chil-dren, "postal card fiends" and others who could be of no possible benefit to the advertiser. The economy and advantage of local advertisers the employment of which renders "house to house," or any form of putting out advertising

I am prepared to close contracts for the distribution of advertising matter (any kind), enabling you to reach any specified class or sex, in my territory, DIRECT, at from \$2.00 to \$8.00 per thousand, according to the size, quantity and method of distribution required. Samples of merchandise, periodicals, music, etc., distributed in this State and adjoining territory; also signs acked up, lists of names and addresses furnished at reasonable prices consistent with good

Any additional information as to prices and details not supplied here will be furnished on application. All matter sent by either freight or express should be fully prepaid and notification of shipment mailed me in advance. Remittance for work, unless otherwise agree should be one-half cash, balance as soon as work contracted for is completed.

### W. M. FULFORD.

W. M. Fulford, for many years with The R. J. Gunning Co., of Chicago, has embarked in business for himself. In addition to signs he will handle posters, street car space and newspapers. Handsome and commodious offices in the First National Bank Building, Chicago, have been engaged, and already business has commenced to come in.

### A FEW LETTERS.

MR. JAS. H. HENNEGAN,

Manager BILLBOARD ADVERTISING Cincinnati, O.

Dear Sir-We beg to inform you that we have purchased the bill posting interests at Lynn, Saugus, Swampscott and Nahant, which has been carried on by J. F. Young, bill poster for the past twenty years. This plant contains many first-class, well located bill boards, to which we are now adding many more, which will make the business first-class in every particular, and we respectfully invite your age. Our Lynn office, for the present, will be located at No. 15 Johnson street, Mr. Young's former office. Thanking you for your many past kindnesses, Yours respectfully.

I. DONNELLY & SONS.

Dayton, Wash., March 10, 1896
BILLBOARD ADVERTISING CO, Cincinnati, Ohio.

Gentlemen—In the December issue of your paper, under the head of "A Peculiar Contract," note that you ask to hear from other poster who have had any dealings with the A Plaster Works, of Lowell, Mass. We wrote them, and, in due time, received a blank contract, the same form as printed in your paper. Although the contract, as I thought, was a little overdrawn, and entirely in favor of Mr. Mitchell, I filled out and returned same, and to-day received the letter, which is enclosed. We asked Mr. Mitchell \$4 00 per thousand for distributing. Was this more than we should have asked, under the circumstances? What would you advise in the matter?

Yours very respectfully, DAY & CULVER ADVERTISING Co., Per Gordon Culver.

Per Gordon Culver.

[Letter from Mr. Mitchell.]

Office of Novelty Plaster Works,
Lowell Mass., March 3, 1896.

Day & Culver Advertising Co.,
Dayton, Wash.

Gentlemen—Your favor here, me. too. Peter
Nolan is now doing Philadelphia for \$1.00 per
thousand, all he asks, and gives the parties who
are having the work done the use of his wagon
for a big sign on the sides as an "ad."

Lots of bill posters only ask \$1.00.

In Cleveland, Onlo, bill posters there ask \$1.50,
and no pay till I get double amount of orders
costs to do the distributing.

I will give you my work on same terms. Get
me an order from a dealer or the lot, for double
amount costs to do the work, and I am your man:
Very truly, your most obedient and faithful
servant,

Osely Plaster Works.

Alton, Ill., March 19, 1896. Editor Billboard Advertising, Cincinnati, Ohio

Dear Sir-In the course of my existence I have had to deal quite largely with cranks, but never did I fully realize the meaning of the word until I embarked in the bill posting business. Of course, as the small boy said, "there are cranks, and then again there are cranks," but of all that ever came to my knowledge, the worst was a woman. She was the owner of a fence, on which we were allowed to post a few bills, in consideration of passes to the shows. We found her to be quite a kicker, and had no little trouble with her, but when she finally came at us with the following words, to say that we were comple knocked out does not even begin to express it.

We had posted bills for two shows on her bit of fence, and one or two bills of Chicago & Alton railroad matter, advertising the great Mil-waukee excursion. She came down to the office nd demanded passes for both shows. Although we rather demurred at first, they were given to her, and then she came at us like this.

"There are some Milwaukee excursion bills on my fence. Did you post them there?" We assured her that we did. "Well," she said, "I want a pass to Milwaukee." Then we collapsed, and in order to brace up sufficiently to get through with the day's work, we were opelled to "go out and see a man." For pos this bill we received exactly three cents, and for the privilege of posting it on her feuce this considerate woman only asked for a pass to Mil-waukee and return. And then they say that

Yours very truly, W. M. SAVAGE Proprietor Temple Bill Posting Co.

There is no line of trade to which posters can not be profitably applied.

Posters are the promptest, most powerful and most economical of all forms of advertising.

Posters are economical.



### now Will You Be Good?

And send your display advertising to \$am W. Hoke? And talking of display advertising, I want to tell you that the advertiser who posts New York can supplement his display to his financial advantage by using LaTour's beautiful Bulletin boards. These magnificent painted displays are the pride of New York, and no advertiser should

I will place your ads here to the best advantage at LaTour's lowest rates, and select the locations most suit-Don't forget that I place posters in any city in America.

Sam W. Hoke Ad Agt.

87 Nassau St., New York,

Long-distance telephone connection.

# Billboard Advertising

127 East Eighth Street, Cincinnati, O., U.S.A.

BILLBOARD ADVERTISING CO.

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

### ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special ates prevail. Our terms are cash.

Billoward Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., V. C. In Furis, at Bretand's, 17 Avenue del Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscript.

anuscript.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Fost Office, June 29th, 1895.

APRIL 1, 1896.

ADVERTISERS will do well to follow our list of fairs conventions and expositions, especially in the smaller towns. To use the bill boards intelligently is somewhat of a science, and the best results are only attained after years of experience. The merest tyro, however, realizes that the more people the boards appeal to, the more returns they will yield. This is especially true of the smaller towns during fair week. From all the surround. ing country, from all the neighboring villages, come crowds of pleasure seekers. For the most part, they are the very best class of people in their particular section, possessing both means and intelligence. On these occasions, too, they are easier impressed than at any other time. On pleasure bent, they have ample leisure at their command, and leisure invariably produces a receptive state of mind and

THE reign of the poster has commenced. The space devoted to its discussion by the press at large is almost incredible. It has been our habit to depend on certain press clipping bureaus, in order to gather data from various parts of the country, covering this particular subject. During the month ending March 20, we received from this source alone 6,568 clippings. These were all carefully measured. They ranged in size from a south of three lines in a country weekly to an illustrated article, occupying nearly an entire page, in a metropolitan daily, and the total space devoted to them was 46,080 inches.

For the most part they were given over to the discussion of the freak poster, a la Bradley and Beardsley. Three thousand five hundred and thirty-one discussed this style of art more or less ably Then followed 1,936, describing various poster exhibitions, or poster shows, as they are usually termed. Next came 682 in regard to poster collectors and their collections. The rest were devoted to poster luncheons, poster parties, poster teas, poster advertising and publications de-voted to posters. Of these latter there since the "origin of man," with adknowl-

ADVERTISING, the others being The been disjointing their arms by over-Poster, Poster Lore and The Bill Poster They are devoted exclusively to the poster.

ALL of this has come about since BILL-BOARD ADVERTISING entered the field. True, there were bill posters, poster printers, middlemen, and, also, advertisers, who realized the possibilities of the poster long before we commenced to preach its virtues, but they were few and isolated. To-day all America talks poster, collects posters, and will, shortly, use posters. These facts are significant, and indicate the near approach of what may prove a complete revolution in methods of advertising. All that is now needed is discretion and zeal on the part of those who will benefit most from this great tidal wave of popular favor—the bill posters. If they will drop petty personalities and factional fights, and devote themselves, heart and soul, to the development of the art of bill posting, unexampled prosperity is at hand.

THE game of tit for tat is seldom graceful, and never dignified. And yet, the man who "turns the other cheek" has not appealed strongly to the robust sensibilities of any age. There is little likelihood that the rivalry existing between the two great associations of bill posters will find sbatement in the near future. The differences existing between them are too marked, too radical for that, but there could, and should, be improved facilities and better business methods in the conduct of individual plants. These great desideratums are not dependent upon associations or associated effort.

Though of vital importance to the business in general, they are no less neces sary to individual success.

By improved facilities we mean better boards, better locations, better bill posters and better offices.

By better business methods we mean better book-keeping, better letter writing, better listing and greater courtesy.

### CIRCULATION AND MISREPRE-SENTATION.

Circulation and representation do not always keep company; too frequently they travel far apart The circulation liar of the newspaper whoopeth and lyeth in wait for the advertiser, that he may devour his substance.

We have scriptural authority that all men-omitting the girls-are born with an inclination to sin. Probably if Adam had been publishing a newspaper in the Garden of Eden the circulation would have been "the largest on earth," and Eve would have edited a woman's edi-

The advertiser who seeks circulation with a big C does not always get it from the newspaper, because this is not heaven, and a good many people are born bent, if not crooked, and love a dishonest dollar.

It is a dangerous thing to write that all newspaper publishers are not honest, and that all editors do not "know everything," but never mind, "human nature

are, at present, four, including BILLBOARD edgments to Darwin, some folks have reaching.

It is to be hoped that these rascals, in the end, will find a seat way down in front, in the next row to the fire, or that they will be forever swimming and floating in that seething lake of fire and brimstone, of which we read.

When the advertiser, in his enterprise, "scatters his bread upon the waters," and puts out his dough therefor, he ex pects to, and should, receive circulation representation for his money. Stringent laws in some states make it a punishable offense to misrepresent the circulation of a newspaper, but some publishers "beat the devil around the bush" by attributing the circulation of their entire edition, morning, evening, semi weekly and weekly, to their morning paper, but this device is so thin that they only deceive themselves. Certainly no practical and experienced advertiser swallows the bait.

There is a Sunday school moral to this tale of woe. In the long run it pays best for the publisher to give truthful and exact circulation and representation.

CHARLES H DAY

### ALBUQUEROUE, N. MEX.

An ordinance, regulating licenses of bill posters:

SEC. I. Each and every individual, firm or corporation, carrying on the business of bill posting, shall pay a license therefor, as follows, \$10 00; for one year, \$40.00.

SEC. 2. A bill poster, within the meaning of his ordinance, shall be any such person, firm or this ordinance, shall be any such person, nrm or corporation engaged in posting up any adver-tisements, or bills, or posters, on bill boards, fences and public places in said city, or in disard tacking, etc., in and about the streets, advertising any shows, patent medicines, gift en-tertainments; and any person being so engaged without first having procured a license there shall be fined in a sum not less than \$10.00, nor

more than \$25.00. SEC. 3. That nothing in this ordinance shall be construed so as to prohibit merchants doing business in the city, and all entertainments not liable to license under the ordinance, of the city of Albuquerque, from advertising their own usiness or entertainments by the distribution of hand bills, cards or posters, along the streets and business houses and residences of said city.

SEC. 4 No such license shall authorize any one to post, exhibit, sell, circulate or distribute any obscene or immoral publication, print, picture or illustration, in said city; and any person or persons found posting, exhibiting, circulating, distributing or advertising in the streets of said city, or selling or offering for sale therein, any such publication, print, picture or illustration, shall be fined in a sum not less than \$10,00, nor more than \$50,00.

SEC. 5. That ordinance No. 47 be hereby abolished, and that this ordinance be placed in its

The Inter-State Bill Poster's Association have issued a pamphlet called The Inter-State Guide. It contains a list of the members of that association and a large amount of advertising. The information embodied in this little book is invaluable to advertisers who contemplate using display. Clarence C. Runey, Waukegan, Ill., will send it to any one for the asking until the edition is exnausted. Seven thousand were printed.

If you want to get at the value of your advertising, advertise one article at a time.

" We challenge Mr. Gude to show letters from members saying anything condemnatory of the Association. If he can show such we will soon show him some expelled members."

The above extract from Mr. Campbell's paper plainly shows the attitude of the gang. It's rule or ruin with them. Mr. Gude could show the letters, but it is not his practice to divulge confidential correspondence. We, too, could show dozens of similar letters, were it not for similar reasons. We can also assure the bosses that if any expulsions take place it will be the gang that goes out, and not the rank and file, which, almost to a man, are against gang rule.

One need not read advertisements in the paper if disinclined, but how can he escape the poster? Go where he will, turn which way he may, on every fence, dead wall and corner he finds it staring him in the face. Ten, twenty, fifty times a day it impresses its legend upon the mind of the beholders. They accomplish more in a single day than a newspaper "ad" will bring in during a year.

Poster advertising is in its infancy as yet. Firms that adopt it during the next few years will reap the benefits accruing to pioneers in every branch of effort.

Under the postal laws admitting newspapers and magazines to the pound rate privilege, no publisher can legally exclude the advertisement of any reputable person or firm from his columns. Several magazines who recently granted exclusive contracts to the American Fibre Chamois Co., have had a most lively and interesting time with the postal authorities, and may have further trouble if the R D. Ingram Co., The Buckskin Fibre Co. and the American Sponge Cloth Co. are disposed to press the matter in the Courts.

The special publications of the United States, under which head may be grouped class and trade papers, comprise one-fifth of all the papers issued. It is a very good indication that they are an immense power in the industrial world when the figures show, as they do, that the percentage of failures among trade papers is far less than any other class.

All posters are good, but some are better than others. Choose your poster printer with care and discretion. One who knows how to produce posters is much more economical than one who

### FRONTISPIECE.

Mr. John Rudolph, secretary and general manager of the immense Courier Litho Co., and familiarly and affectionately known to a large circle of friends as "Jack," is probably the most successful man in the world in his particular ine of business, which he jocosely styles "poster peddling." "Jack" has many imitators, but no peers He has literally grown up in the Courier office, having entered it when a mere lad, and knows its every detail thoroughly. Being a per-fect prince of good fellows, it naturally follows that his circle of acquaintances is a large one. It is a fact that he is better known than the Courier Co. itself, for many is the showman who has heard of "Jack" Rudolph that never heard his office mentioned.

### Personal Mention.

APRIL, 1896.

The Australasian Advertising Co., of Melbourne, Australia, has sent us a photograph of what is said to be the largest permanent bill board in the world. It will appear in our May issue, together with a description and schedule of di-

"Properly Posted Paper Promotes Prosperity," is the way the letter head of Spaulding & Gordon, of Boise City,

W. S. McKain, of Greenville, Texas, may push some of his specialties on the

W. C. Tirrill enters an emphatic denial that there is any opposition in Springfield. Ohio.

John Chapman, sr., was eighty one years of age March 19th.

G. E. Fisher is thinking of embarking in the business at Council Bluffs, Iowa. If he does he will give a good service, for he never does anything by halves.

The many friends of Tom Mulvihill, of Omaha, will be glad to learn of his convalescence. Mrs. Mulvihill has managed the business during his long illness, and managed it well.

The position of editor of The Bill Poster seems to be one of great importance. We have the editor now threatening to expel members for daring to think. What comfort and joy his high opinion of himself must afford him. But wait till he commences to expel members.

Whitmeir, of Buffalo, writes that BILL-BOARD ADVERTISING is a corker, and wishes us all manner of prosperity.

Vansyckle & Hole, of Indianapolis, report a thriving business.

G. A. Harrison, of Kerrville, Texas, is thinking of going into the business in that city.

Wm. M. Cline succeeds Geo. Wilkinson, of Red Wing, Minn., who died last week.

The Inter-State Bill Posters' Protective Association added fourteen new members to its list during the month of March.

Harry Plumb was arrested in Augusta, Ga., and fined \$5.00, for posting and distributing without a license. C. R. Rowland is the licensed bill poster in Augusta.

The ordinance to license bill posting in Tacoma, Wash., was lost on the third reading.

The lamp black miscreant is abroad. Huiest & Stout, of St. Louis, have had a number of stands ruined by unknown parties. The word "unknown" is used advisedly, but there is a strong suspicion pointing toward certain people.

The man who is successful in securing a large amount of local advertising is also favored with larger apportionments in National work, for the reason that the National advertisers realize that if the bill poster, by good service, has educated the local merchant to an appreciation of the benefits of the boards for his business. it must necessarily follow that they will obtain more benefit than in a town where the service is such that local advertisers are not on the boards at all.

More and more attention is being paid to posters and display advertising all the time. There is only one way to be successful in it, and that is, to give the best service, and demonstrate that to the ad-

It started recently in Chicago, and now church advertising by posters seems to be taking a firm hold. Milwaukee and Rockford have fallen in line. If it keeps up we shall soon see more church posters than theater posters, because the churches are so much more numerous.

The amount of space which newspapers are giving to the posters is remarkable, from the fact that, until recently, they have persistently ignored the poster, or else have both openly decried and covertly attacked its value as an advertisement. The principal cause of this change of front has been the extraordinary interest taken by the public in the posters, Poster shows have been the reigning fad of the season, and, instead of occupying their boasted position in the lead of public opinion, the newspapers have simply taken their position in the rear, and only echo the popular sentiment, which is overwhelmingly in favor of poster advertising.

Kickapoo Indian Sagwa is the only patent medicine which enjoys the rare distinction of having a town named after it.. Sagwa, Ill., is the town, as an examination of the postal guide or the atlas will readily prove.

C. E. Bentley, of Guthrie, Oklahoma, has a line of boards, which compare favorably with Eastern cities. Guthrie is the city which was built in a day, and is the capital of the territory. It is situated exactly in the center of the garden spot of Oklahoma, surrounded by a farming territory, which, for productiveness, excels Kansas in good seasons, and, unlike Kansas, has no bad seasons.

The police in Cleveland, Ohio, are now arresting persons who post signs on the telegraph poles.

P. G. Stout, of the Huiest-Stout Sign Co., has appropriated \$am W. Hoke's dollar-mark trademark, and sam is kicking.

The Engraver and Printer will issue a special number soon, with reproductions of some recent American posters.

R. G. Spaulding, of the bill posting firm of Spaulding & Gordon, Boise City, Idaho, has been appointed secretary for the states of Idaho, Washington and Oregon, to look after the interests of the Inter-State Bill Posters' Protective Association throughout that section. Some good results may be expected from that portion of the United States in the near

The posters of the Kneipp Malt Food Co., of Manitowoc, Wis., advertising their Kneipp Malt Coffee, are very artistic. As they purpose advertising very extensively, bill posters will do well to write

The American Advertising and Bill Posting Co., of Chicago, are billing the Chicago Record extensively throughout Illinois, Iowa and Missouri

Chips is responsible for a little story, which is proving itself a remarkably good piece of advertising. The story goes that Mr. Bok, editor of The Ladies' Home Journal, in reading a serial which Rudyard Kipling wrote for that magazine. came across a scene wherein the hero is said to have tossed off a glass of "Old Madeira." The horrified editor immediately wired Kipling, asking if "Old Madeira" could not be changed, as the rules of The Ladies' Home Journal did not permit the mention of wine. Mr. Kipling, with promptness, replied: "All right, make it Mellin's Food."

Harry E. Stoops, in his March "ad," states that his prices are the lowest, and then fails to name them. This failure may have resulted in making numerous advertisers write numerous useless letters for information that could just as well have been given in the "ad," which was excellent in other respects.

Mr. O. P. Fairchild, of Covington, Ky., has adopted a new plan, which is worthy of emulation. Every time a bill board needs repairing, or has to be removed, it replaced with tongued and grooved lumber. His boards, already good, are fast becoming better.

Wm. Wormald will have charge of the eighteen picked bill posters on car No. 1 of The Great John Robinson and Franklin Bros.' Shows Combined.

E. M. Burk may talk to the bill posters of the country in the interests of Ring ling Bros.' World's Greatest Shows.

splendid display in Covington, Ky. Mr. versally esteemed. Fairchild has handled this paper splendidly.

Sweet Moments Cigarette paper is up in Newport, Ky.

There is no waste in using posters. You cover the particular section, city or portion of a city that you desire, and you pay only for what you get.

Potent Posters Return Rapid Results.

The Masters of the Poster (Leo Maitres de l'Affiche), a monthly publication, containing reproductions of the best posters of the day, is published in Paris, by the Chaix Printing Concern, rue Bergere, 20. The first number was issued last De-

The Chapman boys, Burl and John, jr., are putting up some beautiful new boards.

The Inter-State Bill Posters' Protective Association will assemble in convention July 22d, at the Leland Hotel, Chicago.

Michigan is solid for Geo. Leonard, and H. H. Tyner will carry Ohio, sure, if the rank and file of the association attend the convention. Jim Curran would go through with a whirl if his Rocky Mountain boys did not have so far to go. Geo. Rife may not be put up. Some of the boys want Donnelly, and some Sam Robison.

Chas. C. Maxwell, treasurer of the Inter-State, is greatly pleased with the progress

Geo. D. McGuire, of Delaware, Ohio, is doing a good business.

A misunderstanding between Rogers, of Sidney, Ohio, and the Syrup of Figs. Co., will soon be amicably adjusted.

Gus Sudbrack, Burl Chapman's promising pupil, has the making of a firstclass solicitor in him

Killen & Feltz, of Eureka, California, control all the boards in Eureka, Arcato, Ferndale, Fortuna, Rolmerville, Scotia, Blue Lake and Korbel.

J. W. Huxford is thinking of going into the business at Torrington, Conn.

Theo. E. Payne, of Philadelphia, says: BILLBOARD ADVERTISING is a journal of the times, modern and progressive. May it meet with abundant success."

The Fond-du-Lac Yeast Wafer Co., of Fond-du Lac, Wis., and the Mansfield Stove Co, of Mansfield, Ohio, will shortly be ready to post various localities in the Middle States

Geo. Wilkinson, city bill poster of Red Wing, Minn., and a member of the Inter-State Bill Posters' Association, died Sweet Moments Cigarettes paper has a March 19th. He was affable and uni-

> The retailer has it in his power to reach any certain class of trade by using a selected list of boards. The economic advantages of paying only for the circulation which one wants are apparent.

> The purchases of one customer, if continued any length of time, will repay, many fold the cost of the advertisement which attracted him.

A FEW OF THE

BELIEVE IN SPENDING

MONEY WITH US\_

TITI BICYCLES.

ADMIRAL CIGARETTES,

SEIDENBERG & CO.

M,STACHELBERG & CO, STRAITON & STORM, 1777 CIGARS,

4.B.C. OATMEAL.

BÈNÈDICTINE, S.H.&M, MAULIAROS CROCOLATE,

WINKEL BROS.COCOA,

*\$* 

PEOPLE WHO

COLUMBIA,

OLYMPIC, LYNDHURST,

MONARCH.

BULLETIN

BOARDS

PROHINENTLY

LOCATED

ON PRINCIPAL

RAIL-ROADS.

FERRY SLIDS.

DRIVES,

CABLE,TROLLEY

L'LINES,



### Exchanges

The advertising manager of a Texas paper expresses himself in the columns of his paper as follows:

"BILLBOARD ADVERTISING.

Among the collection of good things received by our ad-smith this week was Billboard Advertising, an attractively illustrated journal, devoted, as its name indicates, to bill posting. It has so many novel features about its advertising that one appreciates reviewing it quite often.
There is not a feature about it which one can't enjoy if he has the slightest conception of the 'eternal fitness of things,' something original and out of the ordinary routine. Those interested can get a sample copy by addressing *Billboard* Advertiser, Cincinnati, O."

The personal letter which he writes is interesting, too.

The St. Louis Dry Goods Reporter. published weekly in the interests of the dry goods trade of the Mississippi Valley, maintains a department for the study of advertising. The issue of February 21 contains a very interesting article by Charles Austin Bates on the subject of newspaper advertising, which is forceful

The Inland Printer's "Bradley" Calendar, from the press of The Henry O. Shepard Co., Chicago, is a beautifully executed affair in green, red and black. The poster announcing the February number, which accompanied the calendar is a veritable Bradley gem. Both are good examples of Will H. Bradley's work, which, although it is open to criticism from an art standpoint, no one can say that it is not striking. The Inland Printer Co., Chicago, will send the calendar on receipt of 10 cents.

Another English publication is the Stationery Trades Journal, which is, as its name indicates, the organ of the stationery and auxiliary trades. The Journal has a prosperous appearance and carries a creditable amount of advertising. It is a very good specimen of the printer's art, peing well printed, and the technical articles are intelligently illustrated. It is replete with interesting suggestions to all branches of the printing and stationery business, and worthy a place on the desk of every one in these lines.

The frontispiece of February Engraver and Printer is a three-color reproduction of an oil painting owned by T. W. Goodwin, of Boston. The subject is a moonlight scene of Minot's Ledge Light. It is a very difficult subject to reproduce, and the perfection with which it is done s most creditable.

The National Printer-Journalist for February is largely devoted to the report of the N. E. A. Convention, held in Florida in January. It contains many portraits of journalists who are prominent in their profession

A new candidate for favor among poster collectors is Poster Lore. To quote the title page, it is a journal of enthusiasm. devoted to the apbreciation of the modern poster; arranged with a few pictures and embellishments cribbed from various sources by Frederick Thorean Singleton, and presented by him in this pleasant wise every month at the Red Pale, No. 100 Ninth Street, West Kansas City, Missouri. It is printed in Jensen Old Style type, and is an attractive little book. We feel sure it will appeal to those minds who have made poster collecting a pastime or occupation.



Nath. C. Fowler, Jr., promises a great book in Fowler's Publicity. His pamphlet, with the red cover, is distinctly Fowleresque, and ought to be instrumental in booking many orders and much advertising for Doctor Fowler.

The collectors of posters are numerous, and the number is growing rapidly. So much interest has been shown that it is regarded as much more than a passing fad. The extraordinary interest manifested determined Mr. Will M. Clemens to publish The Poster. This dainty little magazine is now in its third month and has all the information needed by the poster collector in a form which is very attractive. The prosperity of Mr. Clemens' venture is manifest by the remarkable improvement which each number shows over its predecessor.

The illustrations are reproductions of all that is best in the poster world, and their artistic execution is to be greatly admired.

The subscription is \$1.00 per year, and may be sent direct to the publishers, P.O. Box 1716, New York.

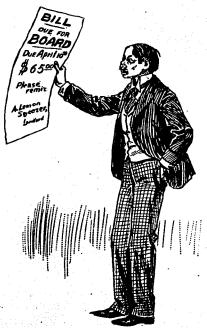
The Fourth Estate is aptly termed a newspaper for the makers of newspapers by its publisher, Mr. Ernest F. Birming-It is a handsome, twelve-page weekly, and ought to be on file in every newspaper office in the country. It does not exchange, however, so just send \$2.00 for a year's subscription. Send it to Ernest F. Birmingham, publisher of The Fourth Estate, corner of Broadway and Murray Streets, New York.

The Art Student and Limner, published at 132 W. 23d St., New York, is a valuable publication for artists and illustrators. The value of the practical suggestions contained in each number are alone worth a year's subscription. It only costs \$1.co a year.

Bicycle News is the name of a new periodical published by W. D. Boyce & Co., Chicago. It is a departure in magazines as regards size, contents, illustrations and execution. It bids fair to be an advertising medium of merit, as the bicyclists are an extremely good purchasing class, and more than that, they are

A new comer to our exchange table this month is Business. We mean the English publication of which Arthur Reade is editor. It is a 16-page magazine, 9½ inches by 7 inches. The issue before the writer is chiefly devoted to insurance topics and should be a welcome visitor at all insurance offices.

"Wedding Secrets" is the title on the very dainty little booklet, which the Pabst Brewing Company used to inform the public of the merits of The Best Tonic. Three millions of these booklets were used. The method of distribution was by mail. The reasons for using the government, in preference to local agencies, for distribution, are very plainly and forcibly set forth by Mr. A. Cressy Morrison, the advertising manager, in an article appearing in March BILLBOARD ADVERTISING.



### Denver Notes.

APRIL, 1896.

Denver's bill boards are splendidly patronized at present, much new and beau tiful commercial paper being in evidence. The merchants of Denver evidently have a lively appreciation of the benefits to be derived from bill board advertising. Several local clothiers, hatters, shoe dealers, dentists and a brewery make creditable displays, but Sweet Moments Cigarettes has, by far, the best showing. The town is literally covered with it

The California Ad-Signs Co., of San Francisco, has sued Geo. H. Siebe for \$10,000 for breach of contract, by which Siebe assigued his interest in a bill posting business to the Pacific Coast Posting and Advertising Company on March 14, 1893. A condition of the contract was that Siebe should not again engage in the same line of business for five years. The plaintiff corporation, in August last, succeeded to the business and all rights of the Pacific Coast Posting and Advertising Company. Complaint is now made that on December 27 last, Siebe, in violation of his agreement, again entered upon the bill posting business, as partner of a man

Col. Burr Robbins, the principal stockholder of the American Advertising and Bill Posting Co., of Chicago, has been sued for \$100,000 damages, for malicious prosecution, by John B. Jeffrey, formerly president and general manager of the Jeffry Show Printing Co., of Chicago. The amount is magnificent, but the action is not causing Col. Robbins any anxiety or loss of sleep. He is as serene and imperturable as ever, and is still doing business at the old stand.

Jesse Mitchell, manager Curran's Bill Posting Co., at Pueblo, Col., has given Liggett & Myers' Sweet Moments a great

Nath. C. Fowler, in the last issue of BILLBOARD ADVERTISING, mentioned the fact that no business man should be without all the advertising journals published. We herewith publish a list of journals, which are published solely in the interests of advertisers, or which maintain departments devoted to advertising.

The figures given in the left-hand column are the publisher's subscription rates; the figures in the right hand column are those which will secure the publication mentioned, in connection with BILLBOARD ADVERTISING, if paid in ad-

Pub- liahor's Frice	With Billboard Advertising
BILLBOARD ADVERTISING;	waterring
Montlhy, Cincinnati \$1 00	
American Advertiser,	
Monthly, Chicago 2 00	\$2 50
Art in Advertising,	
Monthly, New York 1 00	1 25
Brains, Weekly, New York 4 00	4 50
Business, Weekly, New York 2 00	1 25
Fame, Monthly, New York 1 00	1 25
Printers Ink, Weekly, New York 5 00	5 50
Profitable Advertising,	
Monthly, Boston 1 00	1 25
Push, Monthly, Springfield, O 50	1 25
St. Louis Dry Goods Reporter,	
Weekly, St. Louis 2 00	2 50
The Bill Poster,	2 30
Monthly, London, Eng 50	1 25
The advantages offered by the	
ore comment . 1	sad lates
are apparent, and are only of	tainable
when the amount requisite acco	mpanies
the authorization 1	-

Among the new schemes which are being pushed at present is the advertising but-

ton. This is the outcome of the immense popularity which the secret society button has attained. The result of this scheme is dubious, because the common run of men have an inherent dislike to carrying on the lappel of their coats some one's ad.

DESIGNERS-

CONTRACTORS.

PAINTERS.

AND

OF ana

Advertisina

1718-20

NEW YORK-

BROADWAY-

NEW YORK CITY

Advertising Wagons in Buffalo, N. Y., are to be restricted to certain streets. An ordinance has been introduced in the the City Council prohibiting them from using Main street, Central street, Washington street, Benneseee street, William street, Delaware avenue, Eagle street, Clinton street, Franklin street, Chippewa street and Prospect avenue. If carried, it will result in the abolishment of the wagons, because without these streets it would be a useless expense.

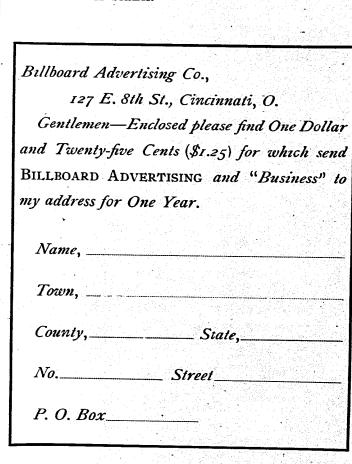
Posters appeal to all the people all the

Posters bring quick returns.

\$1.75 Is the Cash Value of this coupon. Cut it out and use it now. This offer is void after May 1st, 1896. To subscribe separately for BILLBOARD ADVERTISING and Business costs \$3.00. The publishers of BILLBOARD AD-VERTISING offer those who use this coupon both publications, one year, for One Dollar and

Use this blank:

Twenty-five Cents.



### Printing House Gossip.

Senefelder's discovery of the art of lithography in 1796 is to be celebrated by a great exhibition of lithographs in Paris

Asa Cassidy, formerly vice-president of the Springer Litho Co., and lately superintendent of artists with the Courier Litho. Co., is with the Donaldson Litho. Co. Mr. Cassidy draws the highest salary ever paid to a lithographic artist since the days of Matt Morgan.

The Parker Westach Hall Mfg. Co., of New Haven, Conn., is the name of a concern organized for the manufacture of presses and material for printing from Aluminum plates. It is claimed that the use of aluminum is destined to revolutionize lithography.

### Bill Posters' Chatter.

J. F. Otting, the junior member of the firm of Otting & Sons, the enterprising bill posters of Newport, Ky., is a splendid example of the new school of bill posters. He does not believe in sitting about his office waiting for work to come to him. During the month of February he sold 14,700 sheets of commercial paper to the merchants of Newport, Ky., on which he realized, in commissions alone, over \$100. The posting of this and his regular line of theatrical work probably netted him

It's Leonard next year, sure, and it's a good thing, for he is popular and level-

The president of the A. B. P. A. had better stop trying to bulldoze members of that organization. What he needs, more than anyone else, is harmony and support, and he will never obtain it by using

Robert Grant, in Scribners, gives it as his opinion that the one influence which, more than another, wastes the spare time of the modern man, is the reading of newspapers; and, further, that the persistent reading of many newspapers, or the whole of almost any newspaper, is nearly as detrimental to the ecor time as the cigarette habit is to health. For these reasons the disuse of the newspaper is bound to come. Men can not spare the time to wade through so much "stuff" to get what they want. More and more they are turning to publicatious which contain only what interests them, and more and more are they learning to value the advertisement on the wall, which they do not have to read unless they want to, and which attracts the attention of only those who are interested in what it says.

A collection agency in Biddeford, Maine, is using posters, giving the names of the debtors and the amounts owed, and offering the bills for sale.

### SEN. HILL'S LECTURING TOUR.

### Some Inside History of the Disastrous Venture Racily Told.

The true story of Senator David B. Hill's lecture, and the manner in which the senator caught cold in Duluth, has just been told by ome Minneapolis men, who went to New York and imparted the tale to an interviewer. It will e remembered that one Fred Brigg brought nator Hill to Milwaukee. He began by writ ing to the senator, who agreed to give the lectures for \$400 a night. Briggs went to Mike who has money and he became the financial

backer of the enterprise. Thus runs the story:
"It was arranged that Senator Hill should open in Milwaukee, and lecture in Minneapoli St. Paul, Duluth, Chicago, Cincinnati, Lou ville, Cleveland and other places. Mike advertised the lectures freely, and began to count profits. Senator Hill opened in Milwaukee to \$260. Mike paid him \$400 and stood a loss of more than \$350. Then the senator inneapolis. There was only \$240 in

the house, and Mike began to shiver.
"'Holy smoke,' Mike said, 'ain't there no good ocratic blood in this town? There ain't ngh patriotism to make a dog bark on the Fourth of July. I'm losing my roll because these guys don't love liberty.' The senator lec-

The St. Paul lecture was a financial success but Breslauer did not pay the lecturer immediately, and that made Senator Hill rather discontented. Briggs said, however, that Mike

would surely pay in Duluth.

"The business in Duluth was worse than it was anywhere else, and the lecturer came pretty near going on a strike, because his salary wasn't paid. Mike kept out of the way until it was

"You want \$800? said Mike to the secretary. Why don't you pull it into the house, then? Why don't you go out and get people in to hear

"Then Mike went to the senator. He made a proposition that they continue the lectures and divide the profits. Senator Hill agreed, provided Mike would pay him for the St. Paul

"'Not on your life,' said Mike. 'I tell you what I'll do. If we win out on the circuit I'll pay you for St. Paul and Duluth.'

'I can not agree to that,' the senator is re-St. Paul, and you made money there. I must ask you to keep your contract.

I can't do it,' says Mike.

'Then what are we to do?' the senator asks. "'There's only one thing for you to do,' re-plied Mike, the bill poster, 'and that is for you to go out and catch cold."

nator Hill followed Mike's advice, and the news was sent out all over the country that the lecture tour had been abandoned, because the senator had caught such a severe cold that he couldn't speak. He returned to the East."

In this melancholy way did the tour end, in spite of the fact that it began with a reception in the rooms of the Milwaukee Press Club Breslauer lost about \$1,600.-From the Milwaukee

### WHERE LINCOLN DIED.

### A Strange Story Told by a Washington City Bill Poster.

"I once came within an ace of being hung," Moxley, the Washington City bill poster, to a

"Yes sir, I firmly believe that I came as near to being hung as any condemned criminal with the death watch set upon him. It was when Lincoln was shot by Booth. I had been in the theatrical business as manager, and, in this way, became acquainted with Booth. On that eventful evening I was standing just outside of the president's box, on the right-hand side of the door when Booth came by. He stopped, and I had no suspicion of the dreadful deed that he was about to commit. He stayed there with me, talking and chatting in a low tone, for about

twenty minutes, and, in that time, about a half en persons who knew both of us came by and saw us. I knew every one who came by so well that they scarcely looked at me, and in that lay my safety, for had I been recognized by any one I would have been arrested as one of the

"Another strange thing that happened that evening of the crime is one of those coincidences which happen so often when we least expect them. The Peterson House, on Tenth street, where Mr. Lincoln died, was a boarding house or actors at the time of the tragedy, and I have it on reliable authority that Booth had a room in the house during his stay in the city. About 3 O'clock in the afternoon he came in and went direct to his room and tried to sleep on the bed.

"Now, here is the strange part. The very room that he had was the one that Mr Lincoln was carried to after the shot, and the very bed on which Booth tried to sleep before the commission of his crime was the bed upon which m died So far as I know this has never been made public, but that it is true I have

Marietta, Ohio, January 14, 1896. RTISING Co., Cincinnati, Ohio

Sirs-I enclose a letter from The Metal Polish Co. I wish your advice in the matter. During your experience in dealing with firms who advertise, is it business-like for them to request distributers to purchase a quantity of their good and dispose of them, in order to secure contract

Your publication is first-class in every respect. You will receive subscription price soon, also order for "ad" in February or March number, and expect to continue it right along. Please return Polish Co.'s letter.

Very truly your

Elmira, New York, January 8, 1896. Dear Sir—We shall advertise our Pink Label Metal Polish extensively in your locality, by having matter distributed from house to he and write to know if you are still a circular dis-

Having matter distributed, especially when ed testimonials, has always paid us better than newspaper advertisi order to secure a few testimonials from your locality, we would like to have you dispose of a dozen boxes of the polish to your friends and

On receipt of \$1.75 we will forward you, by express, charges prepaid, one dozen boxes of the polish. Call on your friends and neighbors and sell it for twenty-five cents a box, which will leave you \$1.25 for your time. Then send us the names and addresses of those people, and we will secure a testimonial from each one, which we will have printed on the matter that is to be

There is a blank space on all our advertising matter for testimonials, which makes it necessary that we secure them before it is distributed. We have hundreds of testimonials, but local testimonials from actual purcharers are, by far,

We shall get out some tin signs in the spring, size 8x12 inches. What will you charge per thousand for tacking them up in conspicuous

When you order, give name of your Express Company, and state how many counties you can cover. Kindly reply at your earliest convenience, and oblige, Very truly yours,

THE METAL POLISH CO.

Editor BILLBOARD ADVERTISING:

Dear Sir-Allow me to compliment you upon the progress of your journal. There is more matter of interest on one page of ILLBOARD ADVERTISING than may be found in the entire B—I P—r.

Respectfully yours JAS. HOWARTH.

D. L. Goodwin, of the staff of The Phillips (Maine) Phonograph, sends some advertising of his own. Mr. Goodwin writes in a readable strain, and his advertising should bring him business.

Printer's Ink Jonson is circularizing. A very attractive pamphlet of fifty six pages, and enameled paper cover, is the circular, and it is a good one. Testimonials of pleased customers, and terse, well expressed claims as to the excellence of Jonson's inks, together with a price list, is a comprehensive summary of its contents. It will be preserved by the printers who receive it, and, undoubtedly, will bring business.

Hamilton Manufacturing Co., Two Rivers, Wis., sends us a neat little brochure, which tells about "Something New in Cases." It is printed in colors and illustrated, and, if the writer were a practical printer, he surely would be consumed with a desire to know more about the

"Lilienmilch," which is described as the queen of toilet articles, is using a four-page folder. The folder is well written and attractively printed. We think that the ladies will read it, and that The New Jersey Manufacturing Co. will get good results.

"A Good Thing, Push It Along," is on an envelope, which ought to contain a baby carriage ad, but it does not. The contents are devoted to Chappelar's Bronchini, worm powders and headache cure. It would be more convincing if the money spent on all the contents of the envelope had been confined to only one.

The Libbie Show Print, Boston, Mass., are sending out a cardboard folder, on one side of which is a reproduction of The Cadet Guards poster, which The Libbie Co. printed recently. The design is by G. H. Hallowell, of Boston. Half of the folder is devoted to the Hub Engraving Co., of Boston. This feature detracts somewhat from the benefit which either company alone would have received.

Catalogue No 55, of The M. C. Lilley & Co., Columbus, O., is a model catalogue. It is devoted to band uniforms alone, and when we say it contains eightysix pages, a fair idea may be had of the magnitude of their business. The catalogue contains cuts and lithographed plates of every article mentioned. There is but one point to criticize, and that is, that the prices given are not "net," but "subject to a liberal cash discount."

APRIL, 1806.

Syrup of Figs paper is up in Cincinnati

The common council of New Haven, Conn., is waging war on the signs and bill boards of that city. They have passed an ordinance that will clear the thoroughfares and create much indignation.

W. S. McKain, of Greenville, Texas. wishes to dispose of his bill boards. A good opportunity for some hustler.

Otting & Son, of Newport, Ky., and O. P. Fairchild, of Covington, Ky., whom the A. B. P. A. claim as members, have posted Sweet Moments Cigarette paper.

F. Fitzgerald, manager of the Cream City Bill Posting Co., of Milwaukee, has issued a neat twelve-page, illustrated brochure, containing a list of their principal protected bill boards. It is cleverly put together, and well calculated to interest the advertiser who gives it even the most casual perusal.

### OSWEGO'S OLD RELIABLE LICENSED **BILL POSTER & DISTRIBUTOR**

FENCE SIGNS A SPECIALTY Address F. E. MUNROE, OSWEGO.



Keep Out of HOT WATER By Using HOT BOOKS.

# Babbitt Entry and Record System

### Babbitt Cicket Account Book. Solving the Ticket Problem. (Designed 1806.)

Adopted and recommended for use at all Wisconsin Fairs, by the Agricultural Fair consin, Feb. 12th, 1896, at Milwaukec.

Ass't Sec'y Wis. State Fair. MADISON, WIS.



MAKE SIGN PAINTING and BILL POSTING CON-TRACTS to COVER the ENTIRE PACIFIC COAST.

Reference as to Sign Painting -Bloch Bros., - Wheeling, W. Va. Centaur Co., (Castoria) - N.Y. Pond's Extract Co., - - N.Y. B. Brandreth's Sons. - N.Y. Kerbs, Wertheim & Schiffer, N.Y. Bovril, Limited, - - - N.Y. THEDE ADE OTHERS

+ THERE ARE OTHERS +-THEY say: "It will be all right if 'PLATO' does it." ARTHUR M. PLATO, 206 Sansome St., San Francisco, Cal. 

BILL POSTING.

### How This Class of Work Is Carried On In New York City.

How often one looks out from one's front windows in the morning at a great blank bill board, ugly in the extreme. And then at night, when returning from shopping or business, one looks again. Lo! a transformation. The bill board is gay with flaunting posters. Perhaps a beautiful an in scanty attire greets one's sight; perperhaps a pretty child smiles winsomely down perhaps one of those Aubrey Beardsley scripts rampant startles and amuses one. Reds, llows violets and greens, a phantasm f color and shape, a carnival of shapely forms in pink or black tights, a melange of weird and re effects have taken the place of unado plain, everyday, commonplace wood. How has it all come about?

most important. In New York it is a greater art and a more successful occupation than in any other city in the country. It is practically controlled by three firms, A. Van Beuren & Co. Reagan & Clark and Harry Muns commanding fully one-half of the trade.

Munson, who has been in the business nine-teen years, was the first contractor to furnish advertisers with a list showing where their paper was placed. Before that if advertisers esumed to ask the contractor in what parts of he town he had placed their posters, they were curtly told to go out and hunt them up. But Munson adopted a more just plan, and the result has shown in the building up of his enormous

His headquarters are on Duane street, and here one may learn all sorts of interesting details about a business closely allied to the nercial and amusement interests of the town? "How do you post New York?" I asked

"To properly post New York," replied my informant, "from the Battery to the city limits. requires 10,000 sheets, which cost the advertise \$350, at 31/2 cents a sheet to the commercial trade and a cents to the theatrical customers. About

for billing. If the contractor gets \$100 a week from this class of custom, he thinks himself very fortunate. It is the commercial trade on which he relies."

"How is a poster made up?"

"A poster is made up of sheets 28x42 inches. An eight-sheet bill occupies a space on the board 9/x7 feet full. All bill boards are about the same height. Such a display costs the advertiser \$20 "For how long do firms usually contract?"

"As a rule, firms contract for a run of the coards for two months, though many of the largest advertisers contract for a much longer one of the largest commercial advertisers, runs contract for seven months. Barnum and falo Bill are the largest theatrical advertisers their posting in New York, Brooklyn and Jerse ing \$10,000 a season. The is eagerly sought by contractors, it being excelcustom. The liquor trade is not so good, sibly because it is not so necessary to advertise an article which men think they must How do you get the contracts?"

"Contractors have capable canvassers, who visit leading firms, to get their ideas about posters. Suppose the advertiser has an idea a sign, in his head. It is first drawn on heavy paper, in black and white, or in colors, as the customer may choose. Then, contractor and advertiser consult and criticise. Finally, when decided upon, it goes to the printer, who en-graves it on wood or stone, as demanded, and it is reproduced exactly as the artist drew or are used, and there is a method whereby one color is laid over another-red on white or re on purple Thus, by running red ink over other colors several different shades may be obtained.'

'Fresh from the printer's hands the poster is folded in such a way that a workman who can not read can put it up just as well as one who can. All the work is done from the outside in. Next it is marked by the foreman of the men, who is furnished with a list of the boards or which it is to be displayed. The advertiser furnishes the paper only. All the other expenses Munson has eight large wagons, furnished with ladders, paste cans and brushes. These start out at 8 o'clock every morning, each wagon carrying two men. Then there are twelve men who do the foot routes. The wages of these workmen are \$2 00 a day, hours from 8 to 6.

Then rentals for posting space in New York are very large. They will run from \$9 to \$100,000. Some are paid monthly, some quarterly and some yearly, the lower rentals being paid monthly. For 85 feet at Broadway and Thirty-sixth street, which is a most des location, contractors pay \$195 quarterly. Fortysecond and Broadway, also very desirable, brings \$900 a year. Broadway and Bleeker is another location coveted by the contractors and which commands a big price. In fact, Broadway all along commands special rates, running from \$2 to \$12 a stand, 28 sheets, 7 long by 4 high The upper part of town, about Central Park, is not nearly so expensive.

A successful poster must be novel, bold, striking, audacious, perhaps—anything which will stand out in frank relief and command the attention of the passerby. The reason of the apparent success of The Yellow Book type of ters lies simply in their novelty. nent contractor says it is merely a fad like the new woman, and, like her, will soon vanish into

In the Saratogian.

FOR OMAHA'S EXPOSITION.

### Letters Sent to Five Hundred Mayors of Cities Asking for Indorsement

Acting under instructions of the city council, Broatch, of Omaha, Neb., is sending letters to 500 mayors of cities in the Mississipp Valley, asking them to present the letter to the councils of their respective menicipalities, urg-ing the adoption of resolutions favoring the exposition that is to be held in Omaha during the summer and fall of 2898. The resolutions after being adopted, will be sent to Secretary Wakefield, and by him sent to the senators and

Fair News.

BLACK HILLS FAIR-The Black Hills Exposition Company, of Sturgis City, S. D., has just put into the hands of the printer the premium list of their fair, to be held there September 23, 24 and 25, when \$1,000 in premiums will be offered The feature of the fair will be a woman's building.

Omaha is to have a grand exposition in 1898. Preparations have already commenced, and the indications are that it will be a big show, in all that the term implies.

By far the largest and most important of all the expositions for the year 1896, will be that of Nashville, Tenn., in commemoration of the centennial of that thriving city.

Baltimore's big show for 1897 has not been very much in evidence of late. It would not surprise the knowing ones if the scheme fell through entirely.

Secretaries are earnestly requested to send in their dates and official rosters at the earliest possible moment. We are going to make a big effort to have the lists complete in our May issue.

Contributions in the way of news are solicited for this department.

Those fairs, which also embrace poultry shows and bench shows, should advertise the fact in BILLBOARD ADVERTISING.

BILLBOARD ADVERTISING has a larger circulation among privilege men than any other publication.



APRIL, 1896.

BOISE CITY.

IDAHO.

POPULATION, 8,000.

The HUSTLER ADVERTISING CO.

POINTERS POSTERS, MAILERS.

24 North Miner Street, FT. WAYNE, IND.

W. H CASE, Manager. Prompt Service by Reliable Men.

WESTERN BUSINESS is what I most par-ticularly desire. I'm western—so are my best ads. Good ads—western ads—for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$2 right back. A M. CHURCH, Bassett, Neb.

Samples, circulars, etc., distributed.
Honest work and best references. Terms very reasonable. Write and see.
W. L. ROBERTSON,

B. T. ROBINSON.

City Bill Poster,

CLIFTON FORGE, VA.

Correspondence Solicited.

No Office Complete Without It.

It saves money by discovering the

best way of doing things in the office.

ACCOUNTING, OFFICE ROU-

TINE, BUSINESS MANAGE-

MENT and ADVERTISING.

and incidentally upon FINANCE,

MANUFACTURE, TRANS-PORTATION, COMMERCE

The stated departments of the paper

include Office MAIL BAG, being letters

from practical men on office and busi-

ness topics; Office Record, con-

taining illustrated descriptions of new

devices; Business Literature, or

reviews of new books; ART AND PRAC-

TICE OF ADVERTISING, presenting stud-

ies in successful publicity; Institutes

AND ASSOCIATIONS, recording the

transactions of the organizations among

office men; and BUSINESS LAW, pre-

senting articles on law topics of spe-

cial importance to business managers.

The supplement, PRACTICAL AC-

counting, contains carefully prepared

articles on accounting methods, in

cluding descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, in-

cluding supplement, \$2 a year. Sample

copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers

13 Astor Place, NEW YORK.

lishments

It treats particularly upon

and ECONOMICS.

Box 297, Roanoke, Va.

### LIST OF FAIRS.

1896. Copyright 1890

CONNECTICUT. State Agricultural Fair. Holland Co Fair, Sept 15-17

### ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy Avon. Sept 15-18 Julian Churchill, secy Camp Point. Adams Co Fair, Sept 7-11 E E B Sawyer, secy Cattin. Vermilion Co. Agricultural and Mechan-ical Association Fair, Ang. 18-21. T A Taylor, Fresident; G S Fleming, Secretary; H H

Kidd, Treasurer
Champaign. Aug 2-28
El Paso. Sept 14-18
Farmer Citv. Aug 17-21
Freeport. Northern Illinois Agricultural Society
Fair, Sept 8-11 Thos D Osborne, sec'y.
Kankakee. County Fair, Sept 14-18 T C Schoberg, presit; Len Small, sec'y
Mt. Carroll. Carroll Co Fair, Aug 25-28
Buckner, Pres; Geo C Kenyon. Sec'y
Paris. Edgar Co. Fair, Aug 31-Sept 4 Geo H
McCord, secy

McCord, secy
Springfield. Sept 28-Oct 2
Watseka. Iroquois Co. Agricultural Association
Fair, Sept 7-17. H. C. Lovett, President; I. F.
Watson, Secretary
Woodstock. McHenry Co Fair, Aug 25-28 G. B.
Richards, secy

### INDIANA.

Bainbridge. Putnam County Fair, July 27-31.
A R Allison, see'y.
Bloomington. Aug 10-14
Crawfordsville. Sept 7-17
Flora. Carroll Co Fair, Sept 20-25 J T Gillam,
prest; C E Nobes, treas; J O Ferrier, seey
Frankfort. Aug 25-28
Indianapolis. Sept 14-28
Rendalville, Sept. 25. Oct. 2. Nathan Roberts'
Pres.; John Mitchell, Treas.; J. S. Conlogue,
Secy.

Secy.

Lafayette. Aug 31-Sept 4

Lebanon, Aug 17-21

Paoli. Orange Co. Fair Association, Sept. 9-12.

A W Bruner, pres't; H F Davidson, secy
Shelbyville. Shelby Co Fair, Sept 1-5 John W

Vamacy, prest; Henry Doble, treas; E E

Strong Secv

### IOWA.

Bloomfield. Davis Co Agricultural Society Fair,
Sept 15-18 J C Brouhard, secy
Carroll. Aug 18-22 A L Wright, prest; R E
Coburn, treas; H A Junod, secy
Columbus Junction, District Fair, Aug. 25-29.
R F Mc onnell, Secretary
Davenport. Davenport Fair and Exposition,
Sept 7-11 P W McManus, secy
De Witt. Clinton Co Fair, Sept 15-18 E. Christiansen, secy.
Eldora. Hardin Co Fair, Sept 1-4 J W Prisen,
secy Greenfield. Adair Co Fair Association, Sept 28-Oct 1 Ernest Funke, pres't; A J Gibbs,

secy Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy 2-25 A M Adams, secy ve. Ida Co. Fair, Sept 22-24 A Preston,

Ida Grove. Ida Co. Fair, Sept 22-24 A Preston, secy
Mechanicsville. Mechanicsville Agricultural Society Fair, Sept 15-18 A F Fairchild, secy. National. Clayton Co Agricultural Society Fair, Sept 8-11 J C Hempel, secy, Elkander, Ind Ottumwa. The Great Ottumwa Fair, August 11-14. C O Taylor, pres't; Ben S Benson, sec'y. Rhodes. Eden District Agricultural Society Fair, Sept 15-17 H M Weeka, secy Ruthven. Lake District Fair Association Fair, Sept 12-17 Fremont Teed, secy Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy Waukon. Allamkee Fair, Sept 22-25 C M Bowman, prest; Capt Wm S Hart, secy Webster City. Hamilton Cô Fair Association Fair, Sept 22-25 W G Bale, secy Whatcheer. Whatchen District Fair Association, Sept 28-Oct 1 T C Legoe, secy

### KANSAS

Sept 28-Oct 1 T C Legoe, secv

Burlington. Coffey Co Agricultural Associatio Sept 14-18 sept 14-18 fredonia Fredonia Agricultural Association Fair, Aug. 25-28, inclusive C H Pierce, pres't; J H Edwards, sec'y sarnett. Anderson Co Agricultural Association,

Garnett. Aduction Sept 8-12 Sept 1-5 Iola. Allen Co Agricultural Association Sept 8-12 Mound City. Linn Co Agricultural Association,

Mound Chy, American Mound Chy, American Association, Aug 25-28
Ottawa. Franklin Co Agricultural Association, Sept 22-26 Chas H Ridgway, secy
Paola Miami Co Agricultural Association Sept

### MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept Portland. New England Fair, Rigby Park, Aug. 17-21. FH Appleton, Pres't; E F Rowell, Sec'y; Warren Brown, Treas.

### MARYLAND.

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Har-rington, Pres't; M M Higgins, Secv Rockville. Montgomery Co Agricultural Society Fair, Sept 1-4

### MASSACHUSETTS.

Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C W Woods, Prest; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hutchings, Sec'y South Lancaster. Worcester East Agricultural Society Fair, Sept 10-11. John E Thayer, Prest, Lancaster, Mass; W A Kilbourn, Sec'y, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mass

### MICHIGAN.

MICHIGAN.

Coopersville. Sept 22-25 J B Watson, prest; E M Parker, treas; C De Vos, secy
Grand Rapids. State Fair, Sept. 7-11. Henry
Bralick, Sec'y, Grand Rapids.
Ionia. Ionia District Fair Association, Sept 15-18
Midland. Midland Co. Agricultural Society
Fair, Sept. 2-4. Thos B McCullough, pres't;
Jas G Culver, sec'y.
Luther Hall, prest; Reuben Gould, treas; Fred
Cutter, Jr. secy

### MISSOITRI

Belton Agricultural Association Aug Betton:
18-12
Kahoka: Clark Co Agricultural and Mechanical
Association Fair, Sept 1-3. W M Boulware,
Pres't; Joseph Vandolah, Secy
Trenton: N M C A I Ass'n Fair, Sept 15-18 G
W Smith, Pres't; W E Austin, Treas; Peter H
Yakey. Sec'y

### NEBRASKA.

Auburn. Sept 22-25 Beatrice. Gage Co Society of Agriculture Fair, Sept 15-18
Rimwood. Sept 15-18
Omaha. Nebraska State Fair Aug 27-Sept 5
Robt W Furnas, secy
Plattsmouth. Oct 6-9
Syracuse. Sept 29-Oct 2
Fecumseh. Oct 13-16

### NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Row-ley, Pres't; L H Beach, Sec'y; A W Barnett, Treas s daigua. Ontario County Agricultural So-Fair, Sept. 28, 29, 30, Oct. I. John B Hall, t; Mm H Warneld, sec'y; Jas S Hickey,

pres't; Wm H Warfield, sec'y; Jas S Hickey, treas.

Dryden. Dryden Fair, Sept 22-24 S G Lupton, Fres't; J B Wilson, Sec'y Rimira. Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y, R J Young, Treas

Ithaca. Tompkins Co Agricultural Society Sept 8-11 A G Genung, secy Jamestown. Warren Co Fair, Sept 15-18

Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas Newport. Newport Agricultural Society, Sept 8-10 Willard Ingham, prest; B F Petrie, secy, Middleville, N Y

Riverhead. Suffolk County Agricultural Society Fair, Sept. 29-30, Oct. 1. Sylvester M. Foster, sec'y.

sec'y. ichoharie. Schoharie Agricultural Society Fair. Sept 28-30. Daniel W Jenkins, Prest; John B Grant, Supt of Privileges; Frank K Grant, Syracuse. State Fair, Aug 31-Sept 5 Watertown. Jefferson Co Agricultural Associa-tion, Sept 8-11 J Sterling Sill, prest, Adams Centre; Frank M Parker, treas, Dillin; W R

els, secy
ort. Essex Co Agricultural Society, Sept
W A Tucker, prest; A J Daniels, treas;
Stevens, secy

### OHIO.

Boston. Clermont Co Agricultural Association, Sept 8-11 E D Frather, prest, Felicity, O; John Rowan, secy, Blowville, O Canfield. Mahoning Co Agricultural Society Fair, Sept 22-25. B P Baldwin, Pres't, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Secy, Youngstown, Ohio Carrollton. Carroll Co Fair, Sept 22-25 C A Tope, secy

Tope, secy Circleville. Pickaway Breeders' Association Fair, July 21-24 W E Morris, prest; W S Smith, treas; A J Grigsby, secy Columbus. State Fair, Aug 31-Sept 4 W W Mil-ler secy ler, secy

Delaware. Delaware Co Fair, Sept 15-18 E.A.

Furniss, secy

Belaware. Delaware to Fair, Sept 15-18 E A Furniss, secy Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Uederick, secy Hillsboro. Highland County Fair, July 21-24. S P Scott, prest; H L Wiggins, secvy. Kenton. Hardin Co Fair, Oct 6-9, A M Rice, Sec'y Mansfield. Sept. 29-Oct 2 Newton Charles, secy New Lexington. The New Ferry County Fair, Sept. 15-18. James E Curran, sec'y. Norwalk. Licking Co Agricultural Society Pair, Aug 25-28 Ad C Seymour, secy Orrville. The Great Central Ohio Fair, Oct 6-9 Proctor E Leas, secy Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, prest; A-P Sandles, secy

prest; A.P. Sandles, secy Salem, The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting July 3-4-July 3-4. Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y Wausson. Fulton Co Fair, Sept 22-25 Thos Wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy West Union. West Union Fair, Sept 8-11 T W Ellison, secy

### PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 21-25 W K Mohr, secy Burgettstown. Arion Agricultural Association Fair, Oct 68 Hugh Lee, prest; Wm Melvin, secy, South Burgettstown, Pa

Cambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease, treas.

treas.

Hartington. Sept. 8-10. S J Young, sec'y.

Kultztown. Keystone Co Agl & Hor Soc Fair,
Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa
J D Warner, Treas; J P Hines, Sec'y

Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24

R J McClure, Pres't, Sandy Lake, Pa; R P
Cann Treas; J P Hines, Sec'y

### TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige. Pres't: J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn TEXAS.

Bell Co Fair Association Fair, July 21-25 Lee, prest; L K Tarver, secy

### VERMONT.

sarre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21 J Dunlop Smith, pres't; Herbert A Rugg, see'y mandon. Brandon Fair Association Fair, Sept

Brandon. Brandon Fair Association 16-17
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24
J E Montague, Pres't; H C Lockwood, Treas;
John S Eaton, Sec'y
Waterbury. Winooski Valley Agricultural Association, Sept 8-10, R G Hooker, Sec'y VIRGINIA.

l. Rutland Co. Agricultural Society Fair, 8-11. G T Chaffey, pres't; F A Field,

### WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

### WISCONSIN.

WISCONSIN.

Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y Bloomington. Blakes Prairie Agricultural Society Fair, Sep 9-11 WH Glasier, secy Chetek. Barron Co Fair, Sept 9-11 Jos E Cartwright, secy Darlington, Aug 26-29. James Haskin. Pres't; David Schreeter, Treas; Geo F West, Sec'y Galesville. Trempeleau County Agricultural Grantsburg. Burnett Co Agricultural Society Fair, Sept 9-11

Jonesville. \$25,000 Trotting and Pacing Meeting, July 21-25
Society Fair. Aug 25-28 S E Houghton, prest; A J Kellman, treas; F G Davis, secy Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, prest; T A Burr, secy
Menominee. Dunn County Agricultural Association Fair, Sept 16-18 Delos Abrams, prest; T A Burr, secy
Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, prest; J B Chickering, treas; Geo W Galloway, secy Milwaukee, Wisconsin State Fair, Sept 21-26
T J Fleming, secy, Madison, Wis
Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition. Sept 9-12
John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Secy.
Phillips. Price Co Agricultural Society Fair

### Angell, Sec y. hillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruff, secy CANADA.

ondon, Ont. Western Fair of 1896, Sept 10-19
Thos A Browne, secy

### RACES.

Battle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 29-30 Rod J McDonald mgr

## Conventions, etc.

Jackson, Mich. Meeting of Royal Arcanum. April 20-21
Boston, Mass. World's Food Fair, Oct 5-Nov 9
Keokuk, Iowa. Fourth of July Celebration
St. Paul, Minn. G. A. R. Reunion. Sept. 2-5.
St. Louis, Mo. National Republican Convention, June 16.
Ionia, Mich. Christian Endeavor Union, State convention, April 1-3.
Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5

Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.

Santa Cruz. Cal. Water Carnival, June. Minneapolis, Minn. American Philatelic Association, Aug.

New London, Conn. Celebration of New London's Cath Anniversary, May 6-7.

Johnstown, Pa. Firemen's State Convention, October, 1895.

Pittsburgh, Pa. National Prohibition Convention, May 27.

Lockport, N. Y. Firemen's State Convention, August

july 7.
ittsburg National Convention Brotherhood of St. Andrew, October 15-17

ittsburg National Convention Brotherhood of St. Andrew, October 15-17. Ichmond, Va. United Confederate Veterans Reunion, June 30, July 2 t. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S. Oct. 20, 'hiladelphia. Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y. Joston. Mass. Bench Show New England Kennel Club, April 20-23. Lanandaigua, N. Y. State Convention Knights of Pythias, Iuly. 1806.

### Expositions.

was himself soliciting the business and could have got it without any assistance from me. Bless his dear heart, he does not realize that it some different people, to finally bring some advertisers around. And it

\$\$<del>-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$-\$</del>

refusing business on the above ground, I would be glad to know

trying to get for those bill posters of America who want them. And if any of them can get an order for some of my 18-karat wall signs from some of my old customers, I will be tickled to death to cough up full commissions.

ickson, Mich. Meeting of Royal Arcanum.

31-Sept. 5 Grand Rapids, Mich. United States Letter Car-eiers' National convention. Sept. Robert

Lockport, N. Y. Firemen's State Convention, August Buffalo, N. Y. National Educational Association Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G. A. R. April 21.
Council Bluffs, Is. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.
Milwaukee, Wis. National Republican League Convention in August.
Chicago, Ill. National Democratic Convention, July 7.

Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.
Minneapolis, Minn. Philatelic Sons of America August
Cedar Rapids. Ia. State Bicycle Meet, July 3 & 4 Cincinnati, O., June 16. Grand Lodge B P O E Louisville, Ky. L A W Meet

Milwaukee. Wis. Sept 12-Oct 17 John P. Hansen, secretary and general manager
Nashville, Tenn. 1896. Sept. 1 to Dec. 24.
St Louis Mo. 1896. Indefinite.
Baltimore, Md. 1896. Indefinite
Dallas, Tex. 1896. Oct. 12 to Nov. 15.
Cleveland, O. Centennial Exposition commences, July 22.
City of Mexico. International Exposition, Dedication as a National Exposition. Sept. 15.
Omaha, Neb. Trans-Mississippl and International Exposition, June 1-Nov. 30, 1898
Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12 H J
Hill, manager and secy

### Foreign Expositions.

Paris, France. 1900. April 15 to Dec. 31. General offices, 26 Avenue de La Bourdonnais, Champ de Mars, Paris, M. Alfred Picard, Commissaire General. M. Henri thardon, Secretaire General.

Johannesburg, South Africa. 1890. May 1 to June 30. Chas. P. DeGarmo, Director General, P. O. Box 1939, Johannesburg, S. A. R., South Africa.

# One bill poster has refused work from me on the ground that he times takes a dozen or a hundred different arguments, from as many sometimes happens that this bill poster is the last man, and that he profits by the labors of the ninety-nine that came before. ! If there is another bill poster in America that is in the habit of My trade mark is the Dollar Mark, and it is dollars that I am That's right. Sam W. Hoke AGENT. (Long Distance Telephone Connection.) 87 Nassau st., NEW YORK.

# SPAULDING & GORDON,

# City Bill Posters P Distributors.

ers of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

マクロクロタロクロクロクロクロクロクログログログロ

That's what make business a success - the more push, the greater the success—IF the push is in the

PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free

PUSH PUBLISHING CO., Springfield, O. " NOTO POPOSO POPOS P

STEINBRENNER'S CINCINNATI . . . DISTRIBUTING . . SERVICE . . . . Cincinnati, Ohio. We are in a position not only to guarantee honest ser W. H. STEINBRENNER, . . 811 Vine Street, . . . . CINCINNATI, O.



### **MAKE YOUR** OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zine Process Co., Goshen, Ind. apl-3

LICENSED BILL POSTING. TACKING. DISTRIBUTING. J. S. CRAIG. 319 LEXINGTON AVENUE, HASTINGS, NEB.

CHICAGO.

J. T. ELMORE & CO. BILL POSTERS.

76 MADISON ST.

By appointment Solicitor Interstate Bill Posters' Protective Association,

Send on your paper. References furnished.

together.

The city is booming.

We have more billing space than

all other towns in Idaho put

# It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING, Cincinnati, O.

DUNNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. made known on application.

A E. Bentley, GUTHRIE, OKLA.

# R·I·P·A·N·S The modern standard Family Medi-

cine: Cures the common every-day ills of humanity.

THEATRICAL AND CITY BILL 10571 FS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.





# PUT YOUR PORTRAIT ON YOUR LETTER HEADS.

And if you have some particularly good locations, have pictures of them on too—put these latter on the back. If you will send us the photographs, we will write and let you know exactly what it will cost you. You will find, too, that it does not cost much.



### Distributors' Chat.

APRIL, 1896.

RECIPE FOR MAKING A CIRCULAR.—Start off with a catchy heading; then add a few words of introduction. Now stir in your prices, and stir them in well. Add your name and place of business at the bottom. Don't set away to cool, but send the production to the printer in a red-hot haste, and when it has been mixed well with type artistically displayed, and finished with an attractive ink sauce, it is ready to be served by carefu carriers.—

W' Chandler Stewart.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.—Mr. W. H Steinbrenner, the authorized contracting agent of the above a-sociation, informs us that at no previous time in its history was the I. A. of D. so prosperous as now. Mr. Steinbrenner is a very busy man and has no time for idle talk, consequently this statement should put a quietus on the efforts of some outsiders who are jealous of the success of the I. A. of D. to injure it by circulating false reports.

Mr. A. B. Bea'l, of Sioux City, Iowa, has filed with the editor of this paper, a number of affidavits which affirm that the employes of the American District Telegraph Co., of Sioux City, wantonly destroyed large quantities of the advertising matter for the Shaker Remedies and the Chattanooga Medicine Co., which was entrusted to them for distribution.

Sterling Remedy Co. are advertising No-To-Bac and Cascants with booklets and samples all in one envelope.

The Mayor of Council Bluffs, Iowa, is making an attempt to prohibit non-residents from posting or distributing bills in that city. He will run against a snag if he doesn't look out, and will do well to remember that he does not yet own the earth and its approaches.

The methods of the advertisers whose ads are appearing as given below, in some parts of the country, has been brought into question by several readers of BILL-BOARD ADVERTISING. The ads are as follows:

CASH paid to distribute circulars; salary and expenses to travel; enclose stamp. Co-operative Co., 517 6th ave., N. Y. 710-jan10'97

\$4.50 PER 1,000 cash for distributing circulars. Enclose 4c. U. S. Dis. Bu., 1770-23mar.1-8-15

and regarding them, Mr. G. E. Fischer, of Omaha, writes as follows:

"Letters sent them, enclosing stamps, brought no reply. I have written the Co-Operative, so has a friend of mine and no reply has yet been received. A man in Council Bluffs paid the U. S. five dollars membership fee and received fifty cents worth of work a year ago."

W. H. Steinbrenner, of Cincinnati, who has just completed the distribution of 65,000 pamphlets for the Peruna Drug Co., of Columbus, O., is now working on 50,000 booklets for the Von Graef Medi cal Co., of New York, which will be followed, almost immediately, by 100,000 folders for the California Fig Syrup Co., of Chicago. Mr. Steinbrenner's system is fast obtaining great favor with advertions

# You Can See How I Stand

AS AN AD WRITER.

A new York manufacturer said, the other day, that his business had increased just five-fold since Jed Scarboro began writing his ads for him, two years ago, and he said most of the increase was directly traceable to advertising, too.—

Brains.

Inclosed I hand you a check for twenty five (\$25) dollars, and advise you that you are the winner in the contest for the series of ads, as per advertisement in Brains of recent edition. Please acknowledge receipt.—C. A. Daniels, Philadelphia, Pa.

We are well pleased with your work. It sthe best we've had.—A. B. Reed & Co., Typewriter Supplies, Chicago.

We used your ads last winter and were well satisfied with them. Name terms for two dozen more, with illustrations. — Omaha Coal, Coke and Lime Co, Omaha, Neb.

In the matter of waiting effective advertising, it seems to us that Jed Scarboro strikes a little closer to the heart of his subject than any other man in the field.

—Bacheller, Johnson & Bacheller, New York.

About a year ago you were one of the winners in a prize contest we instituted, and your sayings were so clever that we write you to make us a dozen short readers.—Geo. Benz & Sons. Importers and Wholesalers of Wines and Liquors, St. Paul, Minn.

I am glad to enclose herewith the check of Mes. rs. R. J. Allen, Son & Co., of Philadelphia, for \$25.00, in payment of prize, which has been awarded to you as the author of the best series of ads for their china. glassware and lamp business, submitted to them. Kindly acknowledge receipt and oblige,

Yours very sincerely,
WILLIS B. HAWKINS

I have a big envelope, filled to the flap with further evidence. Shall I send it to you?

### JED SCARBORO,

Arbuckle Building, BROOKLYN, N. Y.

# Bill Posters!



You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCormick,

Passenger Traffic Manager.

D. B. MARTIN,
General Passenger and Tkt. Agt

# P Write Ads

That are bright, pointed and catchy—ads that really bring business.

I am not a theorist, nor a boaster; I base my words on facts—hard, sound, honest facts.

Send full particulars and a one dollar bill for four "Business Builders." Your money right back if they don't suit.

> CLEMENT A. DODSON, Crutchfield, Ky.

# Lyceum Bureau

Concert and Lecture Attraction Managed. Wild West Show and Circus Lots to rent. Stenography and Type Writing. Send MSS. by mail and get any number of copies desired at cheap rates. Distributing. Send circulars of your attractions or of novelties. Write me for any information desired.

JOHN C. YOUNG, Jr. 95 Pitcher St., DETROIT, MICH.

# POST THIS IN YOUR HAT! THAT THE PUBLISHER'S GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, \$50 per per year, Sample Copy mailed on application—address PUBLISHER'S GUIDE,

3d floor, American Tract Soc. Bldg., New York City
S25 Monadnock Building, Chicago, Ill.
Builders' Exchange, St. Paul. Minn.
Excelsior Building, Pittsburgh, Pa.

# Angora Kittens

Finest Breed, with long silky fur. flowing mane, big flat bushy tails, large, handsome eyes, finely formed and very intelligent. Fluffy as puff balls, and possessed with a sweet disposition that makes them irrisitable.

Price \$5 and upward.

Circular free.

S. R. SPENCER, 162-164 Vine St., Cincinnati.

# Boom Your Business!

Advertise in

# Billboard Advertising \$

It Reaches

Business

Who use MON

Billboards.

21.8

### THE DONALDSON GUIDE 3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

APRIL, 1896.

t gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.
It gives his street address.
It gives the name of the distributer.
It gives his street address.
It gives the name of the opera house.
It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers. It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics
It gives the names of the dramatic cor-

respondents.
It gives the name of a good attorney.

It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and the atrical managers and agents. The book will consist of over four hundred pages, 7x10½, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious

complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which is not book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

application. It is to the interest of every bill poster and dis-It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be observed.

gers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In

FOR fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

parties interested,

The price of the Donaldson Guide is \$3.00 cach, and it is worth many times its cost to those who neel it. To persona, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions of advertisementa, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.



# ELDER, JENKS & RABORG



'Excelsior' Crcus Paste

BII L POSTERS' BRUSHES Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush

made.
Will not come apart.
Used, and recommended
by Barnum. Forepaugh and
the leading Circuses and
Bill Posters throughout the
United States and Canada.

Size y inch. Price \$30.00 per doz. \$3.25 Each. Extra Extra for Circuses. \$40.00 per Doz. \$4 00 Each. Sent C, O, D, to all parts of ELDER, JENKS & RABORG Brush Manufacturers.

MANUFACTURERS OF

PRINTING AND

LITHOGRAPHING

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS. 66 - 68JOHN STREET,

AND DRY COLORS. BROOKLYN, N. Y.



# Let's Get Ters der specimen Book; that will introduce us, but Don't forget to ask

About our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are 'perfectly suited' and would not change your ink for your father."
Yes, we know; sounds natural.

# **Eagle Printing Ink & Color Works**

148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

# Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of adver tising.

Enables you to profit by the experiences-and adopt the methods of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and

Instructs you - and exemplifieshow to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about me diums, tending to aid you in selecting profitable ones to advertise in

Subscription price Now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.





Young Ladies employed on the If boys or girls apply they must be well recorded. Write for particulars.

ACME CYCLE COMPANY, ELKHART, IND.

FT. WORTH, TEX., Oct. 10, 1895.

Acme Cycle Co., Elikhart, Ind.

DEAR STRS:—My Acme Light Roadster arrived yesterday morning and not only myself; but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very well pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,

C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

Acme Cycle Co., Elkhart, Ind.

DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will never regret my bargain.

Yours truly,

SETH BARTON.





MEMBER.

Warren & Austin
Fred W. Jencks
W Y Young
Edwin E. Lewis
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U. J. Johnson
Wurray P

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Kaukauna.

Lincoln .. Marshall

LIST OF MEMBERS OF THE

• Inter-State Bill Poster's Protective Association.•

With their Prices, Facilities, &c. Corrected Monthly.

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C. H. Brown
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Morehouse Bros.
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Mrs. V. C. Seward
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Brownwood ...... Texas Hiram H. Thomas

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Prices
Listed,
Protect'd
and
Renew'd

Can handle the
following

Prices Listed. Can handle the

8c 6c 20 32 200 500

12e 9e 500 1000 1500 2500

611,000 12c 9c 100 250 65,000 8c 6c 50 75 4c .....

4C 4C 14

4C 3C 20 30

5C 3½C 15 20 40 250

55,000

8,000

6,500

### At Last

Practical.

The vexatious problem has been solved. An Association which associates Protection which pro-Co-Operative, Equitable

# ····· THE · · AMERICAN · · BILL POSTERS' UNION .....

Capital Stock, \$500,000. Shares, \$10.00.

> For prospectus, general information and full particulars, address C. S. HOUGHTALING No. 3 Park Place. NEW YORK.

A Corporation under the Laws of New Jersey.

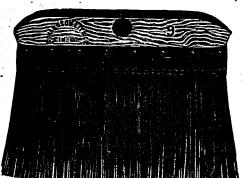
# BILL POSTERS' PASTE BRUSHES.

# The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

- - \$2.25 Each **82.75** " 83.00



The "Unexcelled" No good brush is better than this brush

PRICES.

8 Inch. - \$2.75 Each - 83.00 " 83.25

### THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

1000 Circular, size 9x12 or smaller J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters? See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year.

Send to cents for sample copy.
WILL M. CLEMENS, Publisher, P. O Box 1716, New York.

The Price is not to be considered when you consider locations and service. Send work to

PASSAIC ADVERTISING CO. Control boards in Passaic, 20,000, Rutherford, 7,000, Garfield, 2,000. Contract for Patterson, 100,000. Distribute also for Passaic and Bergen Counties.

Passaic, N. J. M. C. Whitehead, Mgr

500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address J T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON. MASS.

DAN'L L. CUSHING, 108 River st.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

### 1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS.

Best Boards. Best Stock. Best Workmen A. B. WHITE, Mgr. and Treas. Office. 45 Cohannett St., Taunton. Mass.

BELOIT, Population 8,000.

JANESVILLE, Population 14,000.

Members INTER-STATE Bill Posters' Association

BILL POSTING. DISTRIBUTING.

10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS. GENERAL ADVERTISING.

E. DOCKSTADER, Manager.

Office, No. 4 S. Jackson Street,

JANESVILLE, WIS.

# The Bill Poster"

The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St.,

The Second Annual Convention of the Inter-State Bill Posters Protective Association will be held at the Leland Hotel, Chicago, Ills., commencing Tuesday, July 21, 1896.

WANTS AND NEEDS

The Advertiser's Trade Journal of New England.

Editor and Publisher

ESTABLISHED 1802 The OREGON Circular Mailing. L. W. ROBBINS, Manager. Lock Box 50. Central Point, Oregon.

ELGIN BILL POSTING

FRED W. JENCKS,

TRENTON, NEW JERSEY. Owrs all Billboards in the city and suburbs Population 70,000. I guarantee the value of all

# City Bill Posters



Will write 3 ads for \$1, and give electro of an ontline cut with each to ANY PRINTER sending facts and cash (one dollar), before May 10, 'o6, R. L. CURRAN, Ad Writer, 1517, 150 Nassau St., New York.

EVERY BILL POSTER ADVERTISER

# **PROFITABLE ADVERTISING**

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD. 13 School Street, BOSTON MASS.

Advertising and Distributing Agency,

ELGIN, ILL. Population 25,000

# Advertising & Distributing Co.

The Trenton Bill Posting Co.

# Bill Posting and Distributing. WM. R. WILLIAMSON, Manager. Saratoga

We own and control all Bill Boards

Commercial Posting and Distributing a specialty.
For particulars address

FRANK K. EDDY, Manager.

P. F. SCHAEFER, President, Chicago, Ills.
P. G. STOUT, First Vice-President, St. Louis, Mo.
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> Traveling Inspectors. CHAS. B. KITTREDGE, Waukegan. C. E. RUNEY, Waukegan.

Authorized Solicitors

O. I. GUDE Co., New York City. P. F. SCHARFER, Chicago, Ill. P. G. STOUT, St. Louis, Mo. CHAS. HOUGHTALING, New York City.

Scale of Prices Adopted for Listed, Protected and Renewed 30 Days' Display.

1,000 to 5,000 Population. .....per sheet 3 cents. 4 cents. 10,000 to 20,000 20,000 to 40,000 40,000 to 60,000 60,000 to 150,000 8 cents. ...... Write for free sample copy Inter-State Guide.

CLARENCE E. RUNEY, Sec'y, WAUKEGAN, ILL.

TO DATE. SS ADVANCED IDEAS. 99 WATCH US GROW.



Some people seem to move forever in one small circle, never experimenting, never trying new methods, never looking for anything better than that to which they have been accustomed all their lives. They know nothing about the advantages of adver-

tising with posters. They will never learn how promptly the bill boards yield results; how thoroughly and effectively they reach the public, and how cheap they are.

SONE NEW DESIGNS IN POSTER

Design and Summer of 1896.

Some new construction of the Spring and Summer of 1896.

Some new construction of the Spring and Summer of 1896.

Some new construction of the Spring and Summer of 1896.

Some new construction of the Spring and Summer of 1896.

Some new construction of the Spring and Summer of 1896.

Some new construction of the Spring of

Tiking re placed. 500 copies, 40.00 copies, 10.00 copies, 9.75 1000 copies, 100 copies, 12.00 land copies, 12.00 copies, 12.00 copies, 12.00 copies, 12.00 copies, Largest Line of

Commercial Posters in the country.

Samples free to Agents

and Bill Posters.

The Donaldson Litho. Co.

Send for our Catalogue of Commercial Posters.

JUB DARI **ADVERTISING** May, 1896

# Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 5oc. for three insertions, 25c. for four insertions, 21c. for for insertions. Larger cards, 10c. per agule line

Asheville, N. C. "The Land of the Sky,"

Resident population, 15 000; visiting Resident population, 15 000; visiting population, 7,000 Asheville Adverticing Agency, P. O: Box 17. Licensed City Bills Poeters, Tackers and Distributors: Also control all Street Car Advertising in city,

Winons, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7.000. A. A. Davis owns and confrols all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.

Joliet, Ill., DeLong & Biederman Bill Posters and Distributors.

Albuquerque, N. M. Pop. 10.000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

Boone, Iowa, Population 9,000 d6 J. J. Kirby, City Bill Poster and Distribute

DENVER COLO

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,600, Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done. tf

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributer and Baggage Transfer. Address 30 Manchester st. Memphis. Tenn.

Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Milford, Mass.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 32 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son.

Palatka, Fla. W.S. Nugent, Bill Poster and Distributor

South Framingham, Mass. W. H Trowbridge, Bill Poster. Five towns

G. Runey & Son, Distributors, Bill Posters etc. (Circuit 18 towns.) Pop. 35.000.

Tueson, Arizona, 2,000 ft. of boards WM. REID, Box, 148.

Springfield, Onio, H. H. Tyner

Sioux City, Iowa, pop. 40.000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sioux City Bill rosting and Advertising Co. [Liceused] Member A. B. P. A.

Victoria, British Col. Pop. 20.000. The Victoria Bill Posting Co. own an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON. Manager, P. U. Drawer 28

Woodland Cal.

Dietz and Glendenning, Bill Posters. 6nd

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds. J. F. Garriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Advertising

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor

Waukon, Towa. Pon. 3.000. Wm. S. Hart & Co. control all space cluding Opera House and Fair Grou Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distribut Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distribute and General Advertiser.

R. W. STORRS, De Funiak Springs, Fla.

Can cover all West Florida outside of Pen-sacola in any manner desired. DISTRIBUTERS' DIRECTORY.

ceive honest reliable service from any firm or person whose advertisement appears in the following list.

No advertisements received from minors.

Beferences ce We can guarantee that advertisers will rehe following list.

No advertisements received from minors

References as to honesty and integrity

aust accompany all applications for space

Jacksonville, Ill., 807 S. Main St. Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebyre. Manchester. N. H., Box 483. Reliable Distributor of all Kinds of Advert sing Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Boston. Mass. 1500 Washington St. Wm. E. Prescott. Distributor of advertising matter. Advertisers write at once. n6

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough. Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributer. Reference furnished. Box 79

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder. Pre Easton, Md.

The Adv. Dist. Bureau, posts and distributes blits, signs and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1097. de

Grand Rapids. Mich. George M. Leonard, Reliable Distribute

Marinette. Wis. Menominee. Mich. Pop. 15.312—Adjoining—Pop. 12,524 Wm. H. Earle, Mar nette, Wis. Kellable Distributor. Your contracts solicited me

Newport, Ky. G. H. Ottling & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co. 408 ferondelet St. General Distributors. Unlimited reference. Honest work. d

Paterson, N. J., Population 98,000.

Paducah, Kentucky. H. JOSEPH HARTH,
Bill Poster and Distributor. Member International Distributors Asi'n of N. A. 16 Portage, Wis. -

W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked. no Richmond Hill, L. I.

Circulars distributed honestly in Queens County by L. Bangert. Scranton, Lackawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents, Write to us, 654 Deacon street When you write, mention Billboard Advertising.

Classified Advertisements Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor,

Selkirk. Ohio. C. P. Roberts, Reliable Distributor.

Pittsburg, Pa.

The 'Twin Cittee" Distributing Agency are the "Greater Pittsburg" Distributors. Pop 600,000. Members National Distributors Association Office, 6 Sixth St. Pittsburg Branch, Allegheny. J. T. Hudson, mgr. ti

Kerrsville, Tex., Geo. A. Harrison, Box 90. Circulars distributed and signification in Kerr and adjacent counties

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county.

Greenpoint, L. I. Pop. 160.000. F. Loweree, 58 Clay, Reliable Distributor Mattapan, Mass. D. L. Cushing.

Butler, Ohio. M. M. Spohn. Circulars distributed and signs nailed up in Richland and adjacent Co's. \$1.75 per m.

Menomonie, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application.

Rochester, N. Y.

The J, E. Stroyer Co., 114 Weld St., bandles all classes of advertising matter, from a hand-bill to a circus program. No botch work.

### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play advertisements not exceeding 7, lines, 25c, per tine. All advertisements amounting to \$1.50 and over include a year's subscription free.

Rew York, N. Y. Barless, C. J., Rose, N. Y. Burran, R. L., 111 West 34th st., New York, N. Y. Day, Chas. H., Whitneyville, Conn.

Day, Chies. H., Whitingyville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston, Geo W., Portsmonth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stimson Bidg., Los Angeles, Cal. Patterson, Will J., 125% W. 3d. Los Angeles, Cal. Scarboro, Jed., 48 Arbuckle Bidg, Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bidg., Washington, D. C. Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa Ward, Artemas, Lincoln Bidg., Union Sc., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. divertisements amounting to \$1.50 and over, include a year's subscription free

tarron G. Collier, Times Bldg, N. Y. Cole Bldg, Memphis, Tenn.
eorge Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City.
roadway Advertising Co. Hugh J. Grant, pres.
261 Broadway, New York City.

Mark D. Batchelder Co.. 381/2 Marietta Street, Atlanta, Ga.

Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubumond, va., Peoria, III., St. Joseph, Mo., Duba-que, Ia.

J. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.
Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st.,

Mahhatan E. K. Advertising Co., 33 Murray st. New York City.
M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Fr. Boston, Mass.
M. Wineburgh, Jr., 164 Bank st., Cleveland O.
Wyndham Robertson, Dallas, Tex.
The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street, Cincinnati,O., and receive in return a handsome leather bound Date Book Best ever published.

When you write, mention Billboard Advertising.

POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.
Advertisements amounting, to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich.
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, Jackson, Mich
Central Litho and Rng Co, 140 the ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore

The Donaldson Litho. Co., Cin'ti. O. Richner & Co, Baltimore Rmpire Show Printing Co., 73-75 Plymouth Place, Chicago Forbes' Litho Co, 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco

Francis & Valentine, 517 Clay, San Francisco
Free Press Show Print., Detroit.
Fox. Richard K. Franklin and Dover, New York
Gribler Litho Co. Chicago.
Gillin Show Print, 132 West 14th, New York
Goes' Litho Co. 140 Monroe, Chicago
Gt. Am. Eng & Print Co. 57 Beekman, New York
Great Western Printing Co. 511 Market, St Louis
Greve Litho Co, The, Milwankie, Wis
Haber, P. R., Fond-du-lac, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C. R. & H. H., Nashville, Tsan

Hennegan & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Boston, Mass.

Mauberret's Printing House, New Orleans, La.
Metropolitan Printing Co, 222 W. 26th, New York
Miner Litho. Co The H. C. 342 West 14th st.
New York,
Morgan, W. J. & Co., St. Clair, Cleveland
Morrison Show Print, Detroit, Mich.
National Printing & Eng. Co., Clicago
Orcutt Litho. Co. Chicago
Pioneer Printing Co., 214 Jefferson, Seattle, Wash
Planet Show Print, Chatham, Ont., Canada.
Richardson & Foos, 112 4th Ave, New York
Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, Winterburn Show Print., 166 Clark, Chicago

### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1,50 per year in nonpareil. In bold face type, \$3,00 per year. Display advertisements not exceeding 7 lines, 252. per line. Advertisements amounting 6 \$1.50 and over include a year's subscription free.

Boston, Mass.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
CINCINNATION

INCINNATI, O.
The John Chapma Sons.Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Fifth st.

CHICAGO, LLIS.

R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throup st. CLEVELAND, Q.
Bryan & Co., High and Middle Sts.

Bryan & Co., High and Middle Sts. DENVER, COL. The Curran Bill Posting and Advertising Co.

LEXINGTON, KY.

L. H. Ramsey & Co., 137 east Main st.

LOUISVILLE, KY.—Heverin Bros.

NEWARK, N. J.—Newark Bill Posting Co.

NEW YORK, N. Y.

TheO. J. Gude Co., 113-115 w. Broadway

C. S. Houghtellier, No.

C. S. Houghtaling, No. 3 Park Place
L. E. LaTour, 1718 Broadway
8am W. HOKe, 87 Nassau st.
Unexcelled Advertising Co., 46 Vesey street
Colyers System Advertising Service, 113 and
115 west Broadway
MAHA. Npp.

115 west Broadway
OMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
OSHKOSH, WIS.—John R. Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
WM., Johnson,
PITTSBURGH, PA.
G. G. O'Brien.

PITTBRURGH, PA.
G. G. O'Brien.
PRAIRIE CITY, IOWA,—W: S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.
SCEANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, Mo.
W. F. Williamson, 113-115 N. 6th street
Huiest & Stout Adv. Sign Co.
R. J. Gunning.
TORONTO, CAN.—Price Advertising Co.
The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPEO, CAN.—The Acton Burrows Co.

When you write, mention Bulboard Advertising

# BILLBOARD

\* \* \* \* \* ADVERTISING \* \* \* \*

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol. V., No. 5.

CINCINNATI, MAY 1, 1896.

PRICE 10 CENTS PER YEAR, \$1.00

NOW IS THE TIME.

Commercial advertisers should bear in mind that the season is now almost upon us when he can obtain the very highest results from the bill boards.

The fifteenth day of May practically ends the theatrical season throughout the entire country. Valuable locations, controlled by the theatres, may then be had in abundance. These locations are almost invariably the best of their kind, ample proof of which is found by a fair test of their power. Then, too, there is another condition which favors the commercial advertiser at this season of the year, namely, the very absence of the immense amount of theatrical paper itself. This gives commercial paper ten times its usual prominence. The weather, also, is better and paper lasts longer, and as the days are longer the display is that much more

The only untoward influence is felt in the half-dozen big circuses which go flying here and there as sudden in their advent as a meteor and as uncertain and erratic in their paths as comets. Even they, however, are not altogether baneful for they always leave a splendid line of temporary boards in their wake which oftentimes can be utilized to splendid ad-

Now is the time. Order your paper at once. Get the printer started on it before the week is out, and let June 1st see it in the hands of the bill poster.

### THE CAMPAIGN BANNER.

Especially written for BILLBOARD ADVERTISING BY R. L. CURRAN.

The year 1896 is not only leap year, but is also presidential election year. It allows opportunities to the politicians as well as to the ladies.

One opportunity that is open to some clever politician or some bright political club, is to do some effective disp'ay advertising. A presidential election is carried on more out-of-door than any other human affair to which advertising can be applied; it would therefore seem as though up-to-date first-class bill board work would be particularly applicable and telling there.

What do we find? What shall we find, judging from the past?

A campaign banner.

Stretched across some principal street, this is certainly fairly conspicuous, but, as everyone knows, so poorly executed and Bernhardt to Rush City and Frank

and so conventional in design, as to be of very small value

It is a shibboleth rather than an aggressive action; something that is expected and demanded by custom, rather than an intelligent maneuver. In truth, the campaign banner at its best is but one poster, (admittedly in a good position,) but yet not to be compared in power with a town rightly posted as it should and

Daniels, could devise ways of being stiring and convincing without being offensive or silly.

For an aggressive campaign into the country districts, where there is no way under heaven to wean the voter from his regular newspaper and its opinions over to any other newspaper, what could be more tellingly brought into use than the bill board? It would outdo the word pictures

If the purpose is to draw trade, then why not advertise when you need trade the most? Of course this rule is subject to the surroundings and the circumstances. We realize that in dull times it is much harder to bring people to the store, but that is one reason why more advertising or better advertisments should be used, for it is not always necessary to extend one's space where the same result may be accomplished by using the same space in making the advertise-

If possible, in dull seasons, more inducements should be held out to the customer than in brisk seasons. More care should be used in selecting articles to be advertised and more thought should

Advertising, to a large extent, is cumulative in its benefits, for the value of present advertising depends largely upon what has been done before. If you discontinue advertising entirely you are leaving out some of the bricks in the wall you are leaving out some of the orices in the wait which you are constructing, and will lose a large portion of the benefits of accumulative advertise-ments when you begin again, there having been a disconnection in what you did before and that which you now intend to do.

are in the future as well as what you may get at the present. Advertising is something like making a snowball—the further you go the bigger it grows. If, after you have rolled your snowball a little distance, you stop rolling it and begin another one, you are expending an extra labor instead of accumulating, while if you had kept on rolling the old ball it would soon grow to much larger proportions than any new one you

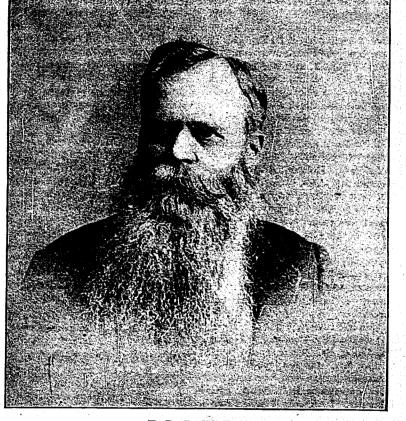
could start.

It is a poor policy ever to stop advertising alto. gether. In dull times, if the amount expended must be decreased, more care than ever should be used in the preparation of the advertisements When the fish is harder to catch be more careful in selecting your bait.

The way to advertise is an important point to ider. In dull times make your offerings just as attractive as you know how, and advertise seasonable goods, such as will be of immediate use. It is hard enough to sell unseasonable goods when people buy freely, but it is much harder to push them in unfavorable times.

### RENEWING.

All listed and protected service carries with it the proviso that the advertiser shall furnish the bill poster with twentyfive per cent. of the paper listed, in addition, for the renewing. A shrewd advertiser, in placing an order for five thousand stands, will order four thousand of one design and one thousand of another. The second design will be sent out marked for renewal. This scheme not only yields the beneficial results accruing from the change of design, but furnishes a check on the amount of paper actually renewed. The balance, every sheet of it too, can be recovered by the inspector and utilized elsewhere, instead of being wasted or used for blanking, as is now often the



T. R. DAWLEY.

can be with a good assortment of paper from up-to-date lithographers. We all know how much the colored

cartoons of the comic weeklies accomplish, and when we stop to think that these papers, costing 10c, do not penetrate to the humbler classes, we can see how much free cartoons would do.

It is true that as much of a comic effect might not be admissable as in a papermight lead to undue comment and excitement—but it seems safe to say that artists and lithographers who can find and execute suitable designs for all manner of theatrical enterprises, from Shakespeare

of all the campaign orators of the continent and not grow hoarse. The poster for 'o6

### Valuable Methods of Advertising.]

How to advertise successfully in dull times for a general retail store is a difficult subject to dee. It is at the same time a subject upon which there is a great diversity of opinion.

By dull times we mean the seasons of the year

when trade is not usually so brisk as it is at other times. At these times some merchants largely increase their advertising expenditures. Others continue about the same as on busy times ness discretion should, of course, be used by all, but as a rule those who do the most advertisin

VOTE!

CITIZENS'

OF NEW

WILL A SELF-GOVERNING PEOPLE PERPETUATE THIS?

LET ONLY HONEST VOTES BE CAST.

C. H. YOUNG & CO., 408 CARONDELET STREET.

### REGARDING SERVICE.

A Spicy and Interesting Interview with Mr. D. R. Talbert, Advertising Agent of the great California Fig Syrup Co.

"How are you, Mr. Talbert? BILL-BOARD ADVERTISING would like to know how you fared at the hands of the bill posters throughout the country, during your spring campaign of advertising."

"All right; sit down, and I'll tell you all about it. First, however, let me say that I cannot commend too heartily, the fair and courageous stand your journal has taken in regard to existing evil conditions and methods in the business. I want to say, in all candor, that I believe BILLBOARD ADVERTISING has done more to elevate bill posting and extend the use of the poster than any other influence that has ever been brought to bear upon it. Your open discussions and fearless criticism are working wonders in the matter of service."

"That being the case, Mr. Talbert, you will probably not be averse to entering into particulars."

"On the contrary, I shall be glad to particularize to your entire satisfaction. I want to warn other advertisers against points where we were badly treated."

"And we want to warn decent bill posters against those members of the craft who are constantly bringing discredit upon it."

"Well, how shall I begin?"

"Suppose we commence at the beginning. How about the boycot?"

"Oh, that was nothing. We posted all the paper that we ordered from the printers, without the slightest inconvenience. Bill posters in general are opposed to the boycot on principle. You may say that it did not keep us out of a single town."

"How about Minneapolis, St. Paul and Milwaukee?"

"It was merely a question of price in those cities. I am aware that the impression prevails that we were barred out. but it's wrong. Had we been disposed to submit to a 'hold-up,' and pay the extortionate figure demanded, we could have billed the towns in question as readily as other points. The boycot was instituted to compell us to do this, but it did not work. I have letters in my possession which will prove this assertion and demonstrate the truth of my claims."

"Will you let us have them?"

"Certainly not. They were not written for publication. I will show them to you, but you must not publish them—in fact, you must not even quote from them." (The letters were here produced, and duly examined by the representative of

BILLBOARD ADVERTISING.) "BILLBOARD ADVERTISING would like

very much to have those letters, Mr. Talbert."

"I believe you; but it would not be honorable on my part to make them public."

"Well, to business. Where did you get the best service?"

"In Illinois. Taking the State as a whole, the service was the most satisfactory we obtained. You must know that I depend entirely upon inspectors' reports, as I have no other means of determining the quality of the service rendered. I visit all the large cities myself,

but I cannot find time to take in the smaller places, except in rare instances. In Illinois there were only two instances where we had any reason to find fault with the work."

"Did you post Michigan?" "Yes."

"How were you satisfied with Grand Ranide?"

"It was simply splendid. There is not a town in the country that has a better lot of boards than Grand Rapids. They are well made and well placed. Grand Rapids was one point where we got more than we bargained for. Geo. M. Leonard, who controls the town, is a credit to the craft. If affords me great pleasure to give him my unqualified endorsement, and to recommend his service to advertisers at large."

"How about Detroit?"

"In Detroit we fared exceedingly well also. I might say the service given us was At in every particular. Messrs. Walker & Co. are conscientious, pains taking bill posters. The paper had not been up twenty-four hours before we felt its effect.'

"Tell us about Michigan in general." "Well, here's my inspector's report:

"Allegan, Greenville and Kalamazoo are all marked 'At,' showing that in these towns our paper was treated with the utmost consideration. The inspector has added after Kalamazoo: 'The bill poster here, named McCarthy, is O. K. This is one of the best jobs I have ever seen."

"Was Michigan all satisfactory?"

"No, indeed. Benton Harbor was 'bad,' as were also Sheboygan and Muskegon, while Battle Creek and Niles were only 'fair.' All the rest were 'good.' They were Bay City, Big Rapids, Cadillac, Coldwater, Flint, Lansing, Ludington, Mainistee, Mt. Clemens, Petoskey, Saginaw, Ypsilanti, Holland, Menominee. Belding and St. Johns. On the whole, we fared very well in Michigan."

"How was Indiana?"

"Indiana was good. We billed twentysix towns in the State, and only one-Huntington-is marked bad. Although eight have only proved fair." "What eight?"

"Aurora, Goshen, Kokomo, Madison, Vincennes, Wabash, Washington and Crawfordsville."

"Did you bill Indianapolis?"

"Yes; we used the Empire Bill Posting Co. at Indianapolis. Their service, while better than fair, was not good. These people mean right, and will do better as they gain experience in handling commercial paper. I am sorry I cannot commend their service. They are members of the Inter-state Association, and there were only two other members of that organization who did not give entire satisfaction."

"What about Evansville?"

"There was a good one. F. M. Groves has the best boards in Indiana, and knows his business thoroughly. Evansville is marked A1, so is Groves. If we could get service like his everywhere, we would drop every other avenue of publicity and confine ourselves to bill posting alone."

"What other towns were good?"

"All of them. Peru, South Bend, Richmond, Michigan City, Greensburg, Marion, Frankfort and Decatur, are all marked good; and Columbus, Ft. Wayne,

byville and Terre Haute are credited with But in any event, the necessity of a rebeing A1."

"How was Ohio?" "The poorest State, taken as a whole, that we billed. You will see that while in other States some towns are marked 'bad,' in Ohio we have four marked 'very bad.""

"What were they?"

"Bellaire, Cambridge, Fostoria and Kenton; and Columbus was not good, by any manner of means. Urbana, Sidney, Sandusky, New Philadelphia, Newark, Mt. Vernon, Middletown, East Liverpool, Dayton and Bucyrus were only fair, but Defiance, Chillicothe, Delaware, Eaton, Hamilton, Lancaster, Marietta, Marion, Portsmouth, Piqua, Washington C. H., Wilmington, and Wooster were good."

"How about Cincinnati?"

"You can say that Cincinnati was good, in fact, first-class. I inspected Cincinnati in person, but if I had not, I should nevertheless know that our work was well done from the returns we have experienced. The Chapman boys understand their business. We will bill Cincinnati again next fall. We also had especially fine service in Norwalk, Lima and Findlay. They are all marked A1. But Van Wert and Delphos were bad."

The interview was brought to an abrupt termination at this point by the entrance of a business acquaintance who had an appointment. Mr. Talbert assures us, however, that he will be glad to take the matter up again at some future time and we shall probably present our readers with another installment in our next issue.

Matter like this is valuable alike to advertisers and bill posters, and we cannot get enough of it.

### Poster Printers' Gossip.

Our first page this month bears a splendid likeness of T. R. Dawley, president and general manager of the Great American Engraving and Printing Co., of New York. It is not generally known, but is nevertheless a fact, that this concern, since the firm of Samuel Booth & Co. have gone out of existence, is the oldest establishment of the kind in America.

Compton & Co., of St. Louis, are getting their share of business.

The "Say" poster, printed by Hennegan & Co., of Cincinnati, has just passed its one hundred and twenty-fifth thousand edition. This is the most remarkable sale ever attained by a poster, or indeed any pictorial publication whatever.

The Empire Show Printing Co., of Chicago, was sold at auction April 27.

One of the surprises of the month is the resignation of Ed. Neele, manager of the show printing department of the Russell & Morgan Co. Mr. Neele has been identified with this concern for vears.

Poster printers should get together and settle upon one particular size, which shall be the standard whole sheet. We think it should be 28x42 inches, that being the size used by the greater number LaFayette, Logansport, Rushville, Shel- of printing houses at the present time.

cognized and standard size is very great. We have some houses using 29x43, others using 30x40; some 28x42, and others 30x44. The danger is exemplified in a sheet, 36x50, which has recently come out.

Lithographic and zincographic show printers oughl to paste their paper before allowing it to leave their offices. In this connection, too, it would be well for all parties concerned if the shingle paste was generally adopted—that is, the lower edge of the upper sheet is trimmed, instead of the upper edge of the lower one. In this manner the upper sheet overlaps the lower, on the shingle principle, and the poster sheds rain perfectly. There is not one-tenth part of the washing down of paper pasted in this manner, that obtains among the posters matched in the old style.

Wool Soap has a new poster, a lithographed sixteen-sheet, in colors-a handsome piece of work. Harry Munson has the posting for all eastern cities.

Harburger, Homan & Co., of New York, have an attractive four-color sixteen sheet advertising the Geo W. Childs 5c. Cigar. This will be posted in all principal cities through the agency of \$am W. Hoke. This is a new advertiser in the poster line, all their past expenditures having been through newspapers. They will use newspapers this year only in such cities as they may be unable to properly post. Hoke does their newspaper advertising

Some of the more enterprising members of the craft in the larger cities are putting up boards that are almost perfect. A few years ago if a bill poster had used tongued and grooved lumber he would have been regarded as crazy or at least guilty of wholly unnecessary extravagance. To-day, however, they are made with ornamental hoods, and some have ornamental mouldings running around the edges, which, when painted, give the board the appearance of being framed in

As the poster grows finer and finer with each successive advance of the printers' art, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the tongue and groove board. We hope the next one will be the dry brush for rubbing-in purposes, and after that we would like to see a more intelligent use of blanks.

Mr. Campbell's paper says: "It is with feelings of modest pride that we acknowledge the receipt of nearly a thousand subscriptions during the last month." The editor erred slightly in his calculations. Careful investigation discloses the fact that it was nearly ten thousand. It affords us much pleasure to correct the mistake.

Clarence E. Runey, the wide-awake hustler, is certainly a credit to the craft. BILLBOARD ADVERTISING is indebted to Mr. Runey for much news.

### THE INTER-STATE.

The Inter-state Bill Posters' Protective Association continues its triumphant march. Not a day goes by but records some progress, some advance. Last week nearly every bill poster in the state of Minnesota left, the A. B. P. A., and went over to its young and vigorous rival. Thoroughly alarmed, the gang which dominates the old association is making every effort to stem the tide. Despite the protests of seceded members they continue to claim them and publish their names as members in good standing. Naught is left them of Minnesota or

MAY, 1896.

Illinois, precious little of Wisconsin. Kentucky has no existence in fact, and the omission from the last number of the official organ is an acknowledgement of the truth of this assertion.

But one thing can save them. The elec tion of Leonard, Castner, Tyner and Curran, and that means death to gang rule and bossism.

The Capital City Bill Posting Co., Albany, N. Y., is the style of the letter head of a "new one," which reaches us just as we go to press.

Illuminated billboards are among the possibilities of the near future. Our next issue will contain an able article on the practicability and feasibility of this class

The Inter-state Bill Posters' Protective Association invites all bill posters to attend its Second Annual Convention, at the Leland Hotel, Chicago, Ills., commencing Tuesday, July 7th, next. All will be made welcome, and none will be subjected to insults or affronts.

All the solicitors will attend the Interstate convention-Hote, Gude, Hoke and Plato. Besides, many prominent printers and advertisers will be present,

# THE LIBERALS.

The Ticket Has Been Decided Upon. For President.

GEO. M. LEONARD. Of Grand Rapids, Mich. For Vice-President.

GEO. CASTNER, Of Syracuse, N. Y.

For Secretary, cretary,
H. H. TYNER,
Of Springfield, O.

For Treasurer,

JAS. A. CURRAN,
Of Denver, Colo. There is no mistaking the earnestness and determination of the men back of the movement to reclaim the A. B. P. A. from the pitiable plight of ring-ridden bossism. which it is now in. The ticket they have decided on is a good one. They are all good men and true, all loyal to the Asso-

ciation and anxious for its perpetuation.

It is said that the gang will run Al. Bryan for President, Sam Pratt for Vice President, J. Ballard Carroll for Secretary and Frank Fitzgerald for Treasurer. What measure of truth there may be in this report we know not. It is merely hearsay on our part; but we do know that if the A. B. P. A. is to continue to exist after July next, it means the election of the entire Liberal ticket. These men only can save the organization from complete

### THE POSTER IN POLITICS.

That posters can play an important part in the success of a political campaign was recently illustrated in New Orleans. The Citizens, League, an association composed of leading business men, advocating reform in the municipal government, used 5000 well printed two sheet posters, and on election day their majority was over 12,000, a result far beyond their expectation. It was through the efforts of Mr. B. B. Myles, a leading salt merchant and member of the executive committee, that posters were considered. He explained the advantages poster advertising offered, and soon convinced his brother members that that was the one way to advertise

VOTE!

CITIZENS

competing bidders were shut out."

their platform. He was elected a com-

mittee of one to attend to the entire mat-

ter. Having written the matter, it was

printed according to his ideas. They

were posted on nearly every billboard

and wall in New Orleans and suburbs.

All day long men stopped to read, and as

many as thirty people were at one time

reading the poster. That this poster was

of great value in ventilating the political

We reproduce the poster, for the bene-

fit of our political readers and bill posters

Lorin W. Palmer is the leading dis-

-tributor in Duluth, Minn. He is doing

the Syrup of Figs work for G. Runey &

Son, who have charge of that city.

views of the Citizens League is an indis

putable fact.

at large.

bids an amount sufficient to afford a percentage to them.'

### AMUSING.

In view of an article in another column, the following letter written by Thompson to Mr. D. R. Talbert, is very, very funny.

Dear Sir-Your of 20 inst At Hand an in Reply will Say that if you give work to Mr. Nevis I will Make sore trouble for you through Assi Bill Postig Assi and Wis State Bill Postig Assi as we are members & if you will give us the work the Mater will be drop unless I Hear from you by Jan. 25 I will drop a Line to R. C. CamhBell, President of Assi Bill Poster Assi, Chicago, Ill., telling that you are giving to the outher Agent the members of this Assi awaitig an Early Reply by Ian 26 of we remain Respt

LEAGUE

FOR GOOD CITY GOVERNMENT.

FOR HONEST and CAPABLE Officials.

FOR a SOUND City ADMINISTRTION

FOR a Pure and Correct Registration.

FOR a Divorce of City Government from

Politics by Constitutional Amendment

FOR THE CITIZENS' LEAGUE Ticket

Against Corrupt Councilmen and All

who have Supported Them.
Against the Ring Rule & Ring Method :
Against a Dishonest Registration,
Against Favoritism to Contractors and Jobbery.
Against the Corrupting Control by Ward Bosses.
AGAINST THE RING MUNICIPAL TICKET.

TWO LETTERS.

esting just at this time. Some months

since, H. J. Anderson sent out one-sheets

advertising the Cincinnati Enquirer. No

lists were required, and no duration of

showing specified. When the bills com-

menced to come in, they were so un-

uniform, that Mr. Anderson adopted a

blanket price of four cents per sheet, and

paid all of them at this rate. If a bill

poster had charged more, his bill was

cut down If less, he got the four cents

just the same. The letters which follow

demonstrate conclusively that all courtesy

Dear Sirs-Yours, with check for enclosed, re-

amount sent and will say, during my twenty-two

THE CINCINNATI ENQUIRER CO.

Springfield, O., Oct. 11, 1895.

is not dead.

ORLEANS!

THOMPSON BILL POSTY CO.

VOTE

very kind to us in noticing our conventions, and in fact the paper has always been very friendly o bill posters, and I can assure you I would have given you the longest possible showing on my boards if you had only given me what my bill called for. Again I thank you, and any time the Enquirer

years' experience as a bill poster here in Spring-field this is the first time ever any person or

firm ever paid me more than my bill called for

and I assure you I appreciate it. The only rea-son I did not charge you 4c was this: I am presi-dent of the Ohio State Bill Posters' Association, and I had a talk with a few of the members and

we all thought it no more than just and right

possibly could be done, as the paper has been

wants any posting done they can rest assured they will receive the best possible care and the ongest showing possible on my boards.

> H. H. TYNER, Bill Poster, Sprinfield, O. Cincinnati, Oct. 12, 1890.

H. H. TYNER, Bill Poster, Springfield: O.

Dear Sir—Yours of the 11th inst, to hand, and in reply will say that we can return the compliment. Out of all the bill posters that we have sent work to be done, who sent in their bills at 3c per sheet, and we paid them 4c, same as we did you, you are the only one that has acknowledged the fact, and we take great pleasure in saying that any more work we have in that line, your name is on the list. Would further state, that as we are poster printers, and you are bill posters, it is to our mutual advantage that the prices of posting should be kept down as low as possible, as we find that a great objection to merchants in this city, for they say the price of the bill posting is too high and that it frightens them at once, so I think that on the question of prices you are on the safe side. I also thank you

or the Ohio bill posters.

With kindest regards, we are, Respectfully yours,
THE ENQUIRER CO.

### AN EMPHATIC DENIAL.

Chicago, April 24 1896. BILLBOARD ADVERTISING,

Dear Sirs-I noticed a statement in the April AN IMPARTIAL GRAND JURY UNDER OATH HAS SAID: issue of Campbell's sheet, over the signatu issue of Campbell's sheet, over the signature of F. B. Amend, the western representative of the Beeman Chemical Co., in which the statement is made that the posting done in Chicago for the California Fig Syrup Co. and Messrs. Liggett & Meyers, was of a very inferior quality, and in justice to Mr. Schaefer, president of the Chicago Bill Posting Co., I wish to say that, in so far as the statement refers to our work there is an "Officials of the City have been and are now interested in Contracts with the City." "Franchises have been granted under the semblance of competition, when in reality "Contracts have been awarded without regard to the lowest bidder and the alimony of the city has been spoliated by favored contractors with the connivance of its Council. "Prospective bidders for contracts have been asked by Councilmen to add to their he statement refers to our work, there is no foundation for any such assertion. It does not look reasonable that we would contract for a second and third month's service with the Chicago Bill Posting Co., if on checking up the first month's work we had found it unsatisfactory. REWARD Will be paid by the Citizens' League for the arrest and conviction of any person voting or attempting to vote in fraud and against the law at the ensuing election in the City of New Orleans, or of any Commissioner of Election for viod upon him by law. I know from personal observation that the service was excellent, and I did not find occasion to THE ISSUES ARE PLAIN. DO NOT BE DIVERTED FROM THEM. cut out but one stand in the entire two months' showing we have had thus far every stand was on a billboard, in a good location, all nicely blanked in, and posted in a workmanlike man ner. The fact that the Chicago Bill Posting Co. is now posting our third month's billing, does not bear out the statement published in Camp-The following correspondence is inter-

Yours very truly, D. R. TALBERT,
Advertising Agent California Fig Syrup Co.

TELEGRAM.

Chicago, April 25, 1806. BILLBOARD ADVERTIS

127 East eighth St., Cincinnati, O. Article appearing in April issue of Campbell's paper over signature of F. B. Amend, representing Beeman Chemical Co., reflecting on work done by Chicago Bill Posting Co. for California Fig Syrup Co. and Liggett & Meyers, 1s an infam-

> PAUL F. SCHAEFER Manager Chicago Bill Posting Co.

The Grant Bicycle, made in New York, and the Fowler, made in Chicago, are among the new ones that are expecting ceived, and I thank you very much for the extra to enter the posting field.

### FROM ENGLAND.

The April number of The Bill Poster, of London, England, devotes nearly two pages to an exceptionally able account of the bill posting situation in America. The editor has a wonderfully accurate and clear perception of the existing differences and various conflicting issues when it is considered that his impressions must needs be imbibed, and his conclusions reached, at a distance so remote from the seat of the controversy, as to render his information scanty in the extreme.

We reproduce his editorial comment intact. It is as follows:

### A Close Association.

We think our readers will scarcely fail to be erested in the internecine struggle which is at the present time waging in America amongst the bill posters. It has indeed being going on for some months, and seems likely to continue In another column we give a summary of the ersy, as far as we can gather it from the reports which come to hand. It is a vigorous ntroversy, and personalities seem to be more accentuated than they were at the beginning of t, but the whole purport of it is, Can a close asso ciation be maintained? In other words, is it possible to compel advertisers to place their work n a certain given channel, or to give it to certain specified firms to the exclu firms who are equally capable of doing it? There is no doubt that combination is a mighty actor and knights of labour and of labour, both alike, have proved that marvellous things can be accomplished by its power, Posters' Association in America have determined to test combination to its utmost, even if in doing to they break the thread altogether. The ques tion is. Can they, by organization, force a high price for their work, and by combination with each other and boycotting all firms who do not come into line with them, compel the advertisers to give their work to Association men at Association prices, and to none others? This is the line tion of the United States and Canada, as we understand it. Their rule is to have one me ber in a city, and one member only, and advertisers must send their work to that firm, or if he does not, the word goes round and no member will take his work at any price till he has made his peace with that firm. We do not believe such ry can succeed. The advertiser will go where he secures the best results. If the Associa tion man can give them, to the Association man he will go. If the opposition man can give them, to that man he will go, and he will not go with his money in his hand and be a suppliant for favours. If he has trouble in getting his work placed he will divert his advertising into other nels. He can live without the bill poster. and probably will do. It seems to us that a clos association has a tendency to make a man care-less with regard to his business, and the method with which it is conducted. He looks upon the Association as likely to stand by him, and see him through if he gets into trouble with any o patrons. We do not think an association ould ever be under even a suspicion of having this tendency. Its aims should be to make a man a better tradesman; to inculcate by every means in its power all those business virtues and practices which tend to build up and consolidate ness. A man is in business to do business and wants to woo all the business he can. An association should assist him. Will it assist him by frowning on local opposition and helping him We question it. The opposition may be vexations, it may be unprincipled even but he has done his duty by his clients it will not stamp him out. If he stands against it, it must be on his merits. It may be that he locally will ave to try the power of the boycot, and refuse to share work with his opponent. He know best if he is strong enough. But each man must himself be the judge of his own circumstances, and as to what course it is best for him to adop relation thereto. This will be a very different thing from a central organization sending or an order to the effect that because such and such a firm did such and such a thing, in such a town, every town in this country is to refuse to have ng to do with that firm. We say welcome business from every source. Increase its volume

by every means. Use combination for the high-

est ends and aims. Use it even to secure a fair and equitable price, but nothing will atone for indifferent service and unbusiness like habits tion can for long bolster up any man who lacks these primary elements of suc

### ADVERTISING.

One may insert an advertisement in his local paper and the following day estimate how many of that article have been sold; but is that as far as advertising goes? Out of 5,000 people who saw your display advertisement, how many put in n appearance at your store in response to it? Possibly 100. The remainder, 4,900, weren't interested in your offerings to call upon you. But were these 4,900 that didn't call able to get away from the influence of your advertis-ing? Some impression of your name has been photographed on their minds which will neve be erased. It may be that days will pass before opportunity will permit the effect of your adverisement to assert itself, but it will surely do so.

An adverisement might almost as well be out of sight as out of date.

Writing an effective advertisement is like packing a trunk—a good packer will get in half as much again as a bad one and still the trunk will not seem crowded.-Printers' Ink.

Advertising has become in these latter days a science, and a science that has received each year increasing attention. Men are in business for business and advertising brings it; so everybody is advertising, and naturally everybody is study-

The wide-awake merchant and the wide-awake buyer get together by the means of the news-

The advertising solicitor can argue with half the effort and twice the effect with an old regular advertiser than he can with a casual buyer of space. The one knows advertising judi e pays, the other is uncertain of the fact.

Strength, beauty, originality and truth are the necessary component parts of an effective adver-tisement—one that will hold the reader and condoes not fulfill its possibility.

Des Moines has at last risen to the dignity of supporting what New York's Park Row is pleased to term the "ad-smith." The modern ad-smith is the conjuror of words and phrases into such form and function that they sell goods for the progressive advertiser and retailer. The particular local ad-smith, is Mr. Emerson Du Puy, who has opened offices in the new Manhatan building, where he will dispense his services in the form of business-getting ads to the busy retailer who wishes to increase his business from 50 to 75 per cent.

The custom of buying and selling for cash is oming more prevalent all over the country and among all classes of people. It is having its effect in newspaper advertising as in everything else, and the newspaper that sells its space for by the shrewd advertiser as nardly worth the having. To be sure, the exchange of patronage among commercial institu-tions is to be encouraged, but patronize him who deserves your patronage from point of merit and deserve his patronage upon the same basis. As the value of anything is more accurately appreciated from a knowledge of its worth in cash, so dealing upon a cash basis makes wise buyers. A business house that buys and sells for cash can compute to assets and liabilities at a moment's ce and often outflanks its credit competitors by the suddenness of its change of business policy and calculation. So the advertiser that be space for cash is always the best satisfied.

In his speech in New York on December 19, at the D. O. Haynes' commercial centennial dinner, General Charles H. Taylor expressed the follow-ing opinions regarding the Sunday newspaper:

"The size of newspapers, especially on S Seems to trouble a great many people. Speakparticular is the one bargain at which people kick because they get too much for their mo

"There are various reasons why papers have grown larger, and will continue in the future. They have been growing in size pretty steadily from the beginning, and the man who calls for a small newspaper does not realize how limited, how contracted and how uninteresting the small. compact journal for which he moans was in its

"It is not intended that every reader should devote his time to reading the entire contents of a Sunday paper any more than he should begin with the bill of fare in a popular hotel and ea every dish thereon enumerated. There is a convenient table of contents, and he is expected to select that which he will enjoy the most and devote his time to it, and the paper is now so varied outside of the news of the day by contrioution from novelists, from scientists, from men and women in every profession and every rank f life, that all tastes can be met, and the general tendency is to improve and elevate and instruct

"The best evidence that the size of papers, which cause so many groans, is not a mistake is shown by the fact that the largest editions are bought in constantly increasing numbers by the people of the United States. That their wants are met with intelligence and success is best shown by the fact that millions more newspapers are circulated in every year of our history.

### Letters to the Editor.

Editor BILLBOARD ADVERTISING

Cincinnati, O.

Dear Sir—Some months ago we concluded to branch out a little this year, and to extend our advertising. What we have done in the past has been largely in the newspapers, but by the advice of our advertising agent, Mr. sam W. Hoke, we decided to place a large part of this year's appropriation in bill posting.

A 16-sheet stand was designed and litho-

graphed, advertising our George W. Childs 5c ir, and a few days after it was received by us we had a call from the representative of a bill poster of a leading city. He wanted to secure a ontract for posting in his town, and we referred him to Hoke

He replied that he would not take the work from Hoke; that he would give us direct a commission of 20 per cent; that at the best he would pay Hoke no more than 20 per cent., and that we uld save money by dealing direct.

If we had to look after each town ourselves we certainly should never have considered posting for an instant. Aside from this, however, here seems to be a case of remarkable business shortsightedness. But for Hoke's advice to the contrary, he would now be spending our money in the newspapers and on the dead walls throughut the country.

We had known in the past of a number of

instances where Hoke had piloted some big concerns through some successful advertising voya-ges, and that is why he is now in charge of our advertising. And unless the bill poster can show some cause for refusing his business we shall stick to Hoke, and advertise that town not at all, r through some other means. And no matter what the means employed, the business will be placed through Hoke's agency. Very truly yours

HARBURGER, HOMAN & CO.

Editor BILLBOARD ADVERTISING.

We do not see why in a town of 25,000 people that one bill poster and distributor can not make a

living. . We have sent letters all over the country but received no reply. We advertised in BILL. BOARD ADVERTISING and other magazines but it seems that we can not get any work. We are well equipped in every way that a bill poster ought to be. We have 12,000 poles in this city that have control of; also all the billboards. Yours truly,

BALL & TOUNGO Key West, Fla.

Editor BILLBOARD ADVERTISING I notice in BILLBOARD ADVERTISING for April, some comments on the mayor of Council Bluffs, and in support of your article I enclose two let-ters from representatives of the two largest firms in the country. Comment on them is hardly necessary, as they hit the nail on the head. I

know of many traveling men who go there and distribute by paying a small sum to the bill poster. Others, by keeping outside of police

The judge of the Supreme Criminal Court there never convicts anybody for breaking the ordinance, but in all cases where arrests are made by the police he has always discharged the parties arrested

The police don't trouble one now. Yours truly, G. E. FISCHER, Mgr. Fischer's Distributing Agency,

Editor BILLBOARD ADVERTISING

Cincinnati, Ohio. Dear Sir-I received the April number of BILL-BOARD ADVERTISING. 1 think it is the best paper for advertisers and bill posters in the United States. I am not a member of any association yet but I will be in a month or so, and when I do join any it will be the "Inter-state" as I think it is the best of them. I think every bill poster should join it. "It's a good thing; push it along.", My boards are covered with J. C. Ayer & Co.'s paper. They have the finest paper I have posted in a day's age. As soon as the snow is gone I will put up some new boards. Good luck to Bill-BOARD ADVERTISING.

Yours truly CHAS. GARLAND. (Charley, the bill poster.)

Mgr. BILLBOARD ADVERTISING. Cincinnati O

Dear Sir-Today we Receivs a Copy of your April Paper and Seem that Motice you put in for us, you will Recieve an orders foe 12 or 24 Copies your Paper for 5 years (nit) and we will take I full sheet of your Paper for the Mext 5 years (mit) I didint theink you Correspondert in this City could do it we are wery thankful for, it, wish you Haphiniss, thanking you foe the favor We Remain

Respt Thompson, Bell Posty Co per W. F. Beuten Preas. Bx 534 Waukesha wis

The notice referred to in the foregoing letter was as follows:

"A correspondent writes as follows:

Thompson Bill rosting Co., Waukesha, Wis. has only one board, leaning against a building at an angle of about 43°. Firm is composed of Thompson himself, and he is about seventeen or eighteen years old.

The Thompson Bill Posting Co., of Waukesha, are members of the Wisconsin Bill Posters' Association, which is a subordinate division of the Associated Bill Posters' Association.

March 6th, 1896. Editor BILLBOARD ADVERTISING

Dear Sir-The New York State Bill Posters' Association and some of its members are good things. Hood's Sarsaparilla had some distribut ing done in Albany last month, and the boys employed by CARROLL sold their bags of paper in a junk shop for twenty cents. One of the distributors was Carroll's brother-in-law

There was another shipment laying in the office for two weeks, which the agent came and

took away.

This is not the only case. If Dr. Miles, of Elkford, he would find a great lot of his paper in a barn there, which was supposed to be put out by a member of the Bill Posters' Association. This is a fact, and can be proved by

P. S -My name need not be used in print, but I can be relied on if called.

When the Ohio inspector of the Syrup of Figs Co., reached Mt. Vernon in that State, he found thousands of his circulars undistributed. Further investigation disclosed the fact that consignments of "Paine's Celery" booklets from the Wells, Richardson Co., of Burlington, Vt., and much valuable matter of the Dr.

Miles Medical Co., of Elkhart, Ind., had been similarly treated by the local bill poster, L. N. Headington. All the parties chiefly concerned were immediately noti-

MAY, 1896.

This same inspector found only seventeen stands out of thirty out in Dayton, O and in Coshocton not a sheet of the paper contracted for had been posted. After some difficulty it was recovered and shipped back to headquarters, whereupon Frank P. Hagans made a claim for \$3.00 for storage and space occupied. This is the rarest evidence of "nerve" that has ever been brought to our notice.

It is only fair to Mr. Hagans to give his side of the story, which we do herewith Although just how he can figure Talbert owes him anything, when he had not posted a sheet of the paper, is more than we can understand. Thorough ventilation of these matters however, is always a good thing. Mr. Hagans writes as follows:

To Editor BILLBOARD ADVERTISING Cincinnati, Ohio,

Dear Sir—Some time since I had some dealing

with Mr. D. R. Talbert, the advertising agent of the Syrup of Figs Co., He informed me that he would send me work, and asked what we could amount of paper we could use on first class loca tions, and what amount of stuff I could post to advantage to him. He kept putting me off, from time to time in sending the work, and finally nformed me that, as they had changed the style of stands to eights, that all he could send would be six by four stands and three sheets. While waiting on his work had occasion to use two of the locations reserved for him for a feand wrote him informing him what I had done. He wrote me a letter stating that under no cir. cumstances not to post his work on any old barns or fences but to wait and post on the best boards. On the arrival of this information, M S. E. Crane, the inspector came to town and I showed him the letter, and he told me not to post one sheet until I could post the whole amount, and I told the gentleman that it would be several days before I could guarantee him a full thirt day's showing. On the day that all my boards were clear, and we were getting ready to post the Syrup of Figs work, Mr. Crane comes to town and demands the paper, claiming that the company had written to him to pick up all posted. This part was all-right on his part but they did not give me a chance to give them a good showing and I will post no man's paper unless I can do him justice. I gave Mr Crane the paper, explaining to him that as the ards were just clear and that I could guaran tee him a thirty day's clear showing regardless of opera house or circus shows, he was obdurate and took the paper. I had reserved severa boards for this week and I think that Mr. D. R Talbert is in my debt, and wrote to him to that effect, and his answer was that he thought my demand unreasonable and had sent my letter to the BILLBOARD ADVERTISING as a curiosity. Now, my dear sir, in my experience of eighteen years f bill posting have never received such a turn down as this, and if Mr. D. R. Talbert had sent us paper as agreed in his correspor (which is in H. H. Tyners hands at present,) the vork would have been posted promptly and protected for thirty days, to the best of my ability Trusting that you will believe this statement

rom a man who always tries to do honest work I remain, yours very respectfully, FRANK P. HAGANS

City Bill Poster. P. S.-Please send your valuable paper to my address and will send you money order for san in next letter.

FRANK P. HAGANS.

BILLBOARD ADVERTISING,

Cincinnati, O. Gentlemen-The correspondence contained in another column gives my views as one of the Minnesota bill posters. We do not believe in mn gives my views as one of the the Boycott rule endorsed by "Breslauer" for we stand pat for O. J. Gude Co., Liggett & Meyers, and the Inter-state. I think I speak for all the Minnesota boys when I say the above and without fear of contradiction. I have already rebusiness from the Inter-state (which is still in its infancy) than I have ever received during the three years I belonged to the A. B. P. A. I have notified them they r not use my name again as belonging to the Associated. I believe in doing business on business principles but do not believe in being ozed or ruled by such men as "Breslauer" who intend to do us.

Respectfully yours, HENRY J. LUDCKE, Jr.

### OH. MIKE!

### HOW COULD YOU DO IT?

Breslauer wants the general advertiser to pay seven cents, but when it comes home to himself-well the shoe is on the other foot. The following letter sent us for publication shows Mike in his true colors. All that fine solicitude and anxiety for the welfare of his brother craftsmen in the small towns is gone! gone!! gone!!! The last sentence tells the mournful story-"I am interested in the show." Listed and protected service for three cents! Think of it! This is the letter ·

BRESLAUER BILL POSTING CO. MINNEAPOLIS, MINN., March 17, 1806. Dear Sir-Shipped you five 101/2 sheet for the N. W. Cycle Sh. w. Please post at once and mail bill to W. B. Haskell, proprietor Daily Times here, at 3c. per sheet. Please post one at depot. I am interested in the show.

Yours truly,
MIKE BRESLAUER. Their correspondent will check stands in your

Note.—They threaten to expel them if they post Syrup of Figs at less than seven cents, and say they cannot post Liggett & Meyer's paper at any price, and then send out stand work at 3c. 30 days.

### AND BOB, TOO.

R. C. Campbell, president of the A. B. P. A., sent thirty-five 3-sheets to Cad. F. Mevis, at Waukesha, Wis. It was "Chicago Record" paper, and called for seven days display. This paragraph appears innocent enough on its face, but discloses a world of duplicity if carefully considered. Cad. F. Mevis, to whom Mr. Campbell sent the paper, is a member of the Inter-state and is also opposition to the "Thompson Bill Posting Co., of the same city, who are A. B. P. A. people. This action on Mr. Campbell's part was not the result of a mistake or a misunderdeliberately, with a full knowledge of the condition of affairs in that city. He did it because Mevis could give him the best service at the lowest figure, and he was actuated by sound business principles therein. But he demonstrated at the same time that all of his fine talk about loyalty to the A. B. P. A., and all of his you stick to me, etc., nonsense is pure rot and buncombe.

Miller Bros., of Columbus, O., posted Syrup of Figs paper in that city. The inspector for the Syrup of Figs Co., after describing in detail the miserable manner in which the paper was handled, sums the situation up in the following words: "This is one of the worst jobs I have ever of our orders on hand March 1st, not one

### SUCCESS THROUGH POSTERS

BY \$AM W. HOKE.

One of the best arguments that I have used lately in favor of billboard advertising is the phenomenal success of the New York Journal during the last few months,

When this paper was purchased by Mr. Hearst its circulation was practically nothing. It now exceeds 240,000 daily.

The new management adopted an aggressive policy, and pushed the paper in every legitimate way. Their first step, before advertising widely, was to strengthen the paper itself; new talent was secured in every department, and a newspaper was produced that was the equal, if not the superior, of anything on the newsstands. Thus when a reader was secured he was likely to continue.

As soon as the publication was just about as the publisher wanted it, he began to use the billboards. The platforms on the L roads were also used: other papers were using the L platforms, but the Journal used two, three, four, half adozen of the boards instead of a little measly one. The Journal changed its poster frequently, sometimes as often as three times a week.

Three or four lithographic houses are constantly keeping a part of their forces busy on the Journal posters. One of their very striking displays was a 28-sheet birds-eye view of Greater New York, showing the Journal "covering" it.

Their Easter poster was a most beautiful conception—in fact it was, if possible, too beautiful-too dainty, for a proper poster effect. But it, or something else, sold out the entire Easter edition, and a hundred thousand more could have been sold if they could have been produced.

One of the most noticeable effects of the Journal's wonderful growth was the reduction in price of the World. Some two months ago its price was reduced to Ic. a copy "in Greater New York. The Journal sold at "Ic. Everywhere," and put out howling big posters to that effect. On April 15 the World, continuing to follow, announced that "now the price of

the World is ic. everywhere " The advertising of the Journal has been almost exclusively posters, supplemented occasionally by circulars sent through the mails, under letter postage. One of the circulars enclosed a new one-cent piece, and asked the recipient to use it to purchase a copy of the Journat and thus convince himself that all its claims were well standing. On the contrary, he did it founded. The columns of the other newspapers were not used, or, if at all, very sparingly; some folks say that the newspapers were not used because jealousy on their part caused them to refuse the business, and thus forced the Journal to resort to posters.

If this statement is correct the Journal owes them a debt of gratitude beyond the possibility of repayment.

We are entirely out of the March issue of BILLBOARD ADVERTISING, and desire two for our files, for which we will pay twenty-five cents each. Mr. M. J. Dooley of Atlanta, is also very anxious to secure a copy. Of 222 copies printed in excess remained unsold April 1st.

### HERE AND THERE

D. R. Talbert speaks in the highest terms of the excellent service rendered him by Messrs. F. M. Groves & Co., of Evansville, Ind. They are members of the Inter-state Bill Posters' Protective Association.

P. F. Schaefer, of the Chicago Bill Posting Co., now controls Bour & Co.'s billboards on the Illinois Central R. R., which were formerly controlled by the American Bill Posting and Advertising Co.

Geo. Leonard, of Grand Rapids, Mich. and Walker & Co., of Detroit, both posted Syrup of Figs paper, and did it well.

Wesley Bronston, 71 Sheridan Avenue. Toronto, Ont., receives subscriptions to BILLBOARD ADVERTISING.

An exceptionally able article on the advantages of advertising by means of posters sand distributing matter, by Dana M. Baer, manager of the Luverne Advertising Co., has been crowded out of this issue. We hope to present it in our next.

The announcement by the President of the A. B. P. A. that he would expel members under certain conditions, has only provoked a broad smile among the rank and file

The American Advertising and Bill Posting Co. claim to have billed Ringling Bros.' Shows in Chicago exclusively. Reliable persons inform us that Schaefer's boards are loaded with it.

J. F. O'Mealia, of Jersey City, has issued a model location list. It is very handsome.

L. D. Hoeffer, of Meridian, Miss., has put out a novel brochure advertising his bill posting business in that city. It is nothing more nor less than a business directory of Meridian. It gives its resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Meridian on his list.

Geo. H. Bubb, the city bill poster and distributor at Williamsport, Pa., has just added a new seven horse power boiler for making paste. He has the city covered with the paper for H. J. Heinz & Co., of Pittsburg, the picklers and preservers; Philadelphia Press three-sheets, announcing their ten thousand dollar story, Sons' Fathers. Armorside Corset eight-sheets, to be followed by Sweet Moments Cigarettes, and Sugartown Mineral Spring Water.

### AMONG THE AD-SMITHS.

Jed Scarboro, of Brooklyn, N. Y., was

awarded the \$100.00 prize offered by Jos. Wetter & Co. for the best sixteen-page booklet, advertising their numbering machines. As there were forty-seven contestants, Mr. Scarboro has occasion to feel on particularly good terms with himself. He has done much that is clever in his line, and what is more to the point, much that is original and novel. We have had occasion in the past to speak oftenly of him, and it affords us great pleasure to chronicle his most recent triumph.

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# Billboard Advertising

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnati, O., U.S.A.

BILLBOARD ADVERTISING CO...

JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES: Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafulgar Buildings, Northumberland Ave., W. C. In Puris, at Brelano's, 17 Avenue del Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited

When it is necessary to wire us the instruc and copy for advertisements, great saving in a matter of telegraph tolls may be had by recourse the Donaldson Cioher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

MAY, 1896.

THE poster continues to find increasing favor in the estimation of advertisers at large. Every week brings forth fresh and indisputable evidence of this assertion. Everywhere we see the signs of the awakening. Old established houses of prestige, standing and conservative methods, are one by one discarding the hide bound usages which have heretofore governed the apportionment of their appropriations for advertising, and are adopting the potent and all-powerful poster. We find many of them speaking of it as the new medium of publicity. Others extol its promptness. Some few endorse it on the score of economy, but all agree that it brings more results for less outlay than any other means at the command of the advertiser.

The press devotes more space to it than any other one topic of discussion with the single exception of politics. It is to be regretted that so much wanton twaddle about "poster art" and the "new poster" finds publication. Beardsleyism and Bradlevism, which by the way, is merely Beardslevism out-Beardsleved, is not art. nor will it ever be regarded as such. It is merely a bastard freakish fad, the fruit of a brilliant fancy, prostituted to imitative Japanese ideals, impressionistic methoils, and an utter abandonment of real artistic technique. But while one regrets the waste of so much valuable space, he cannot but rejoice at the widespread interest it is evidence of.

IT is a strange fact that the only hindrance to the further progress and final triumph of the poster, is offered by bill posters or rather by an association of bill

What is true of conventions and asso ciations the world over is also true of those of bill posters. The man of audac-

ity, he who is egotistical, glib of speech and possessed of a ready tongue, takes precedence over the careful thoughtful men of real depth and discernment, who would never even think of indulging in misrepresentation, or distorting facts and

BILLBOARD ADVERTISING.

The thoughtless, with open-mouthed onder, drink in the words of the blatant ignoramus who dares with bold effrontery to assail the capably prepared measures and carefully considered statements of well-balanced men, founded on sound theory and tested by long experience

. The question is put, the vote is taken, and the association is committed to the endorsement of men and measures which are immediately repudiated by the members individually as soon as they have weighed the matter and cooly considered its various phases.

A TRADES paper is therefore often a tower of strength to a craft. If it be actuated wholly by loyalty to duty that reaches out always toward the betterment uplifting of the interests to which it devoted, if it believes fully in the benefits accruing from honest disputation and accords both sides of all important questions a fair and full opportunity of expressing their views and obtaining a hearing from the craft at large, then indeed it is of more importance, more real service, than any one or any number of conventions. The real merits of a measure are brought out with greater distinctness and prominence, by calm and exhaustive argument and reasoning, than any other known method.

This paper has views, radical views, but that has never prevented any one who opposed them from obtaining a hearing through its columns, and it never will. \* \*

Pure food exhibits and bicycle races are going to be strong features at the fairs this fall. Many fairs are going to make a specialty of both. The pure food exhibit is not a fad or passing fancy, neither is the bicycle, and those fairs that devote a proper amount of favor to both, will be surprised at the popular approval that will devolve upon their efforts. Exhibits of bicycles will be made at all fairs featuring bicycle races and applications for space will fairly rain in on the society that conducts a well ordered pure food exhibit on proper lines, if they will make their intentions known.

Taken all in all, the outlook for the fair season is especially promising just at this time. Indications all point to highly Fall. New York City gets five hundred profitable and successful outcomes of the various ventures already launched.

Mr. Campbell's paper continues to publish Inter-state members in the A.B.P.A. Hoke.

While we recognize that there may be honest differences of opinion on all subjects of inquiry, and that we should be tolerant of those who differ from us, it does not follow that all opinions are entitled to equal respect. Each is to be judged by itself and on its own merits We may, and indeed should, dispute the opinion that we believe to be erroneous. that out of the debate we may reach the truth, whatever it may be. But this does not imply intolerance exhibited toward those who hold the wrong opinion, especially when we know they are conscientious and have done some honest thinking on the subject. We should rather welcome those who dispute with us because they honestly disagree with us, than the so-called friends who play upon our vanity by pretending to agree with all we say.-Inneabolis Times.

I have always believed that it is possible to unite success in business with strict moral integrity. I am aware that many people think that . . . a man may do things in his public employment which will not think it right to do in his domestic or private life. .I do not agree with this view; and if the record of my life has any value, it is in showing that at least it is not necessary to success in business that a man should indulge in 'sharp" practices. But even if it were necessary, still it would not follow that it was worth while. We cannot afford to do or say a mean thing. There are higher satisfactions than the mere getting of money, and riches cannot compensate a man for the consciousness of having lived a dishonorable and selfish life.—George

Neither let us be slandered from our duty by false accusations against us, nor frightened from it by menaces of destruction to the Government, nor of dungeons to ourselves. Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it. - Abraham Lincoln, 1860.

### NEW BUSINESS IN NEW YORK.

The Columbia Bicycle four-sheet and Liberty Bicycle 8-sheet are being placed

L. E. LaTour & Co. have the sign privileges in the Polo Grounds Base Ball Park this year as in the past, and are filling up with some very beautifully painted ads.

The Cupid Cigarros, made by D. Buchner, is placing a two-sheet in New York. to be followed by larger paper. Other cities will be used also.

Thompson's Glove - Pitting Corsets. made by Langdon & Batcheller, are being dvertised in all large cities by an attractive three-sheet, and in all villages by a one-sheet. The business goes out for two or three months, to be duplicated in the of the three-sheets:

Hawes Hats will probably use an eightsheet in future, instead of a one-sheet. The work will be looked after by sam W.

The Henry Zeltner Brewing Co. is hav g a new poster made.

Some years ago the strongest of the New York dailies, including the Herald, refused to pay commissions to agents. They all pay commissions now, however. Those that refused found after a time that the other papers were getting all the business. The bill poster who is busy is ant to feel a little independent too, but don't forget there is a to-morrow

### THE MAN WITH THE DOL-LAR MARK.

sam W. Hoke is shown on the title page of this issue of BILLBOARD ADVERTISING fondly gazing at his dollar mark, and figuring as to ways and means of scattering large quantities of the article of which this is the symbol, among the advertisers and bill posters of America.

Mr. Hoke-beg pardon, sam W. Hoke, is one of the few display advertisers who has also had a thorough schooling in all other branches of the advertising business, his experience beginning when scarcely more than a boy, in a newspaper office in Louisville, Ky. Since then he studied the subject from the inside, as it were, in theater programmes, car signs, trade papers, magazines, etc., etc.

Some ten years ago the question of dis play began to interest him, since which time his efforts have been largely in this field; all this time he has recognized the fact that display can never fully take the place of newspaper advertising, especially for unknown articles. Display can make the article known, but there is not the chance to go into details, offer arguments and make long talks, so often necessary to convince the skeptical. And for this reason he recommends the newspapers as an adjunct to display, or display as an adjunct to the newspapers, especially for an article where argument can be used.

For a number of years Mr. Hoke was with the R. J. Gunning Co., during which time he saw that concern grow from a Bradstreet rating of \$4,000 to their present eminence of a quarter of a million.

During the World's Fair year the president of the Admiral Cigarette Co., with a force of salesmen, came to Chicago, prepared to open warfare upon the enemy, and the Admiral's advertising was placed in the hands of Mr. Hoke, who also placed for St. Louis a little later. So well pleased were the Admiral people that in March, 1894, they placed him in charge of their entire advertising appropriation. And that is how Hoke happened to

leave the booming West for New York. After a little more than a year's service for the Admiral, Mr. Hoke thought he saw an opening in New York City for a system of wall sign advertising, and he now controls more such space in that city than all others combined, with one exception.

During the year he has been in business for himself" Mr. Hoke has worked up quite a large bill posting and newspaper ousiness in addition to his wall advertising, and so strongly is he impressed with the value of bill posting that he is now seriously considering the advisability of doing an exclusive brokerage bill posting business, or in any case of making this

### BANG!

### MINNESOTA FIRES THE FIRST VOLLEY.

MAY, 1806.

Wisconsin will be second, with Illinois to follow-Great victory for the Inter-state Bill Posters' Association - The Minnesota State Association leaves the A. B. P. A. and goes over in a body to the Inter-state.

The following resolutions were sent us for publication without solicitation or in ducements of any nature on our part:

NOTICE TO ADVERTISERS Whereas, a certain paper in Chicago continues to publish our names as charging no less than seven (7) cents per sheet: and.

Whereas, we believe it to be the cause of our not securing more business; there-

Be It Resolved, that we, the undersigned, hereby give notice that we are members of the Inter-state Bill Posters' Protective Association, and our prices are the same as adopted by the said Association, which is as follows:

POPULATION. 1,000 to 5,000, 3c pr sht. 5,000 to 10,000, 4c "
10,000 to 20,000, 5c "
20,000 to 40,000, 6c " 30 days and protected display. 40,000 to 60,000. Sc 60,000 to 150,000, 90 " 150,000 and over, 120 " Signed

Jacob Fink, Faribault and tributaries. H. N. Ensign, Northfield, Minn. E. N. Morehouse, Owatonna, Minn. P. H. Zender, Austin, Minn. W. S. Elkins, Rochester, Minn. J. A. Hutton; Albert Lea, Minn. J. T. Owens, Wells, Minn. Henry Werner, Winona, Minn. W. M. Cline, Red Wing, Minn. H. J. Ludcke, Jr., St. Peter, Minn. Sauk Co. B. P. Co., Baraboo, Wis. John D. Lawe, Kaukauna, Wis. Appleton B. P. Co., Appleton, Wis. P. B. Haber, Fon du Lao, Wis. John Mallory, Green Bay, Wis. John B. Hebert, Menominee, Mich. City B. P. Co., East St. Louis, Ill. G. M. Stark & Son, Jacksonville, Ill. G. Runey & Son. Chicago Bill Posting Co.

Chas. C. Maxwell, Lincoln, Ill. Richard Wahler, Freeport, Ill. C. E. Perry, Bloomington, Ill. O. J. Johnson, Galesburg, Ill. Frank P. Myers, Danville, Ill. Lou Roley, Pana, Ill. L. E. Tieman, Belleville, Ill. H. F. Malinski, Cairo, Ill. Seldon L. Nye, Champaign, Ill. A. J. Turner, Carlinville, Ill. Huiest-Stout Sign Co., St. Louis

C. H. Brown, Mepleton, Minn. A. D. Goodman, Wasea, Minn. A PROTEST. Accompanying the above resolutions.

City Bill Posting Co., Mankato, Min.

we also received the following protest: Minnesota Bill Posters' Association. Prices, 30 days' showing, listed and protected. Bill Poster. City, Pop. 1 L. N. Scott, St. Paul, 150,000, M. Breslauer, Minnea'lis, 190,000, 120

Bill Poster F. J. Marsh. Duluth. 60,000, 9c H. Werner, Winona, 25,000. Mrs. Seward. Stillwater 18.000. C. H. Griebel, Mankato. 12,000. Jacob Fink, Faribault, 9,000. 7,000. 7C

BILLBOARD ADVERTISING

P. H. Zender, Aus'in. E.T. Davidson, St. Cloud, 10,000, Brainerd 4,000, H. W. Ensign, Northfield, 5,000, W. S. Elkins, Rochester, 6.000. H. J. Ludke, St. Peter, 4,500. C. H. Brown, Mapleton, 1,500. W. R. Smith, Fergus Falls, 5,000,

### NOTICE TO ADVERTISERS.

The above price of 7c. was published without our consent, and we do not ask such high prices for our work. We charge Inter-state prices only.

TACOR EINE H N ENGIGN P. H. ZENDER W. S. ELKING HENRY WERNER HENRY LUDCKE, JR.

NOTE.—The above shows the methods pursued by the A. B. P. A.

L. N. Scott, writing to Mr. D. R. Talbert, in a recent letter which came under our notice, uses the following language: "If you do any bill posting work in Minnesota, the matter must necessarily pass through my hands." In view of this assertion the following protest, signed by every member of the Minnesota Bill Posters' Association (A. B. P. A.) except Scott and Breslauer, is somewhat surpris-

Secretary's Office, Minnesota State Bill Posters' Association. J MANKATO, MINN., Feb. 26, 1896.

To Minnesota Bill Posters:

By the REQUEST of Mr. L. N. Scott, of St Paul, President of Minnesota State Bill Posters Association, instructed me to inform you that the California Fig Syrup Co. is trying to get their paper posted at cheaper rates than our regular Association price, (seven cents per sheet,] which please bear in mind and stick to

our regular rates [seven cents] for the benefit of

Yours very truly. C. H. GRIEBEL, JR., Sec'y and Treas. Minnesota State Bill Posters

We, the undersigned, do not believe in the above manner and way of doing business, and we will post any paper sent out by the Inter-state Association if same is taken by them.

I. Fink, Faribault, Minn. H. N. Ensign, Northfield, Minn. E. M. Morehouse, Owattomie, Minn. P. H. Zender, Austin, Minn.

W. S. Elkins, Rochester, Minn. C. M. Friedbery, Gen'l Agent White Navy Tobacco Co. Eugene Reeves, Advertising Agent

Elastic Starch. Allen D. Goodman, Waseca, Minn. J. A. Fuller, Albert Lea, Minn. W. M. Cline, Red Wing, Minn. Henry Werner, Winona, Minn.

Henry J. Ludcke, St. Peter, Minn N. B.—Please note that the above was at the request of L. N. Scott -Fr.

If President Campbell is really anxious to expel a few members, here is his chance. In any event advertisers will do well to note what thoroughly unmercantile tactics some biil posters will resort to.

Milwaukee, March 27th, 1806 Dear Sir—Mr. William H. Stoddard, Janesville and Mr. Thompson, Waukesha, inform me than Mr. Talbert, advertising agent of the California ig Syrup Co., has given the posting of his aper to their opposition. Both being member the Wisconsin Bill Posters' Association, would espectfully request that you as a market we have a social to the state of the wisconsin Bill Posters' Association, would espectfully request that you as a market we was a social to the work of the wisconsin Bill Posters' Association, would be specified the wind as a market was a social to the work of the Wisconsin Bill Posters' Association, would respectfully request that you, as a member, refuse to post said paper 'till satisfactory arrangements are made with these gentlemen.

The motto of the A. B. P. A. is: "You stick to me, I'll stick to you."

F. FITZGERALD, Secretary.

CALIFORNIA FIG SYRUP CO.:

Gentlemen-We, the undersigned, members of the Inter-state Bill Posters' Association, do not believe in the above method of doing business. We believe the advertiser has the right and privilege to place his paper with whom he pleases, so long as he gets satisfactory service.

The motto of the Inter-state is: "Prompt and reliable service at equitable rates."

### Signed:

S. H. Barnheat, Appleton, Wis. P. B. Haber, Fon du Lac, Wis. W. Lansing, Neenah, Wis. Appleton B. P. Co., Appleton, Wis. John C. Lawe, Kaukauna, Wis. Spencer B. P. Co., Janesville, Wis. Harry Burnell, West Superior, Wis. W. S Schmidt, Menominee, Wis. Sexton Bros., Marshfield, Wis. O. A. Cole, Stevens' Point, Wis. Waterburg B. P. Co., Elkhorn, Wis. H. F. Malinski, Cairo, Ill. Chas. C. Maxwell, Lincoln, Ill. Warren & Austin, Effingham, Ill. Murray Bros., Geneseo, Ill. Frank P. Myers. Danville, Ill. A. J. Turner, Calinville, Ill. O. J. Johnson, Galesburg, Ill. H. J. Schneider & Co., Oak Park, Ill. Lou Roley, Pana, Ill. L. P. Carl, Harvard, Ill. Victor Janney, Marshall, Ill. J. M. Enck, Vandalia, Ill. Richard Wahler, Freeport, Ill. Chas. Hogue, Matoon, Ill. Edwin E. Lewis, Flora, Ill. Chicago B. P. Co., Chicago Ill. Miller Bros, Rock Island, Ill. City Bill Posters, E. St. Louis. III. Huiest-Stout Sign Co., St. Louis, Mo. J. A Fuller, Albert Lea, Minn. Jacob Fink, Faribault, Minn. Morehouse Bros., Owatona, Minn. C H. Brown, Mapleton, Minn. H. Zender & Son, Austin, Minn. H. U. Ensign, Northfield, Minn. Wm. M. Cline, Red Wing, Minn. H. J. Ludcke, Jr., St. Peter, Minn. Mrs. V. C. Seward, Stillwater, Minn. A. D Goodman, Waseca, Minn. Henry Werner, Winona, Minn.

### Editor BILLBOARD ADVERTISING, Cincinnati, Ohio.

Dear Sir-Business is humming. Our local merchants are thoroughly alive to the healthful results to be derived from the billboards. We have just completed the erection of several new x4 stands and 100 one-sheet lithograph boards. The stands are all put together with twelve inch dressed lumber, with cap and weather strip.
The one-sheet boards are made of one inch stuff dressed and with three cleats across the back. On each of the boards we had stencilled in large letters, "This board is owned by Spaulding & Gordon, Licensed City Bill Posters. Post No We found it necessary to put up these boards to supply our constantly increasing local patronage.

This month we closed a nice contract for a thly showing of ten stands for the Golden Rule Store, a large department concern of this city. We also had the pleasure of a call from Mr. A.S. Kohlund, the genial agent for the Walter L. Main Shows, which plays here Tune 2d. Mr. Kohlund was shown about the city and before leaving contracted with us for 15000 feet of billing space.

Take the majority of the bill posters and they do not know how profitable they can make their local business. Why it is their "staff of life," that is if they care to any more than exist. Let the bill poster get his boards in shape to make a good showing of several local billings at the same time, take the utmost pains with his local patrons' work, blank it in well, save out enough paper to make the renewals as often as necessary and then take a little time and show your customer just what you have done for him, give him the evidence of work done, and he will come again. Mr. Bill Poster you are not working a rectory or hotel register dodge, but a legitim business; seek to bring your business up above the level of the fakir, do your share in making legitimate, and in a short time your local paper-your only rival-will be giving you a hand. We have tried it and have succeeded.

A good way to work the trade is this: See the different merchants with a good line of commer cial posters at least once a week, Monday or Tuesday without fail. If the bill poster is not a good solicitor get a man to do the work and give him the commission on the posters and then do the billing at your regular rate. When the posters arrive from the lithographers make your billing promptly, taking particular care that some of the posters are where your customer will not fail to see them. In this way Smith, the clothier sees Jones' posters, reads of his wonderful \$10 suit and the result is, Smith takes 200 of the "latest" the next time the solid you Mr. Poster are \$\$\$\$ ahead. Another good scheme which we use to splice in with, is to make your customer a proposition to give him say ten stands to be properly blanked in, and in the centre or corner of each stand place one of those elegant three sheet lithographs, appropriate to the customer's business, painter paint in your customers copy, in colors using water colors or printers ink thinned with zine. The entire cost will be about \$2.00 per stand. Charge your customer \$5 00 per stand for a 30 days showing and he will have to acknowledge, if you have done your work well, that it is the most value he ever got out of a like amount of money spent in advertising. The above are only a few of the many ways in which the wideawake billposter can make a winning.

Very truly yours,
SPAULDING & GORDON

Boise, Idaho, April 20th.

New York City Wall Signs. My wall ads here at home are the biggest, the brightest the most prominent, and in every respect the best advertising obtainable for the money.

I can give a display of a hundred thousand feet, or

less, and a search warrant will not be necessary finding the ads.

My painters are the highest priced men in the trade,

and my paint is good paint.

I don't say that you MUST patronize me, but I do say

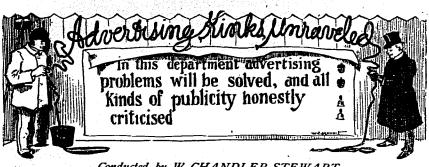
that your interests point that way.

My prices are right.

Sam W. Hoke Wall Ads

Telephone connection

S7 Nassau St., New York



Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Fhiladelphia.

### DOING IT RIGHT.

A circular distributor of St. Louis sends me his letter heading for criticism. The printing of this letter head is only "so so," yet it is one of the strongest trade stimulators I have seen for a long time. Promonently displayed in a cut of a uniformed carrier delivering a circular to the housewife, is the motto "Do it right, or not at all." If the firm lives up to this motto the time will come when they will be "doing it all," and their page advertisement every month in BILLBOARD ADVERTISING will draw them trade from all over the country.

A lecturer wants to know the best way to advertise his course of three lectures on travel. The Chicago Times-Herald recently asked several prominent Chicago divines their opinion as to the best method of advertising a church. The general trend of opinion appeared to have been in favor of the poster. As it is only a step from the pulpit to the lecture platform, I would advise the poster as the chief mode of publicity; but, after your posters have been well displayed. I would generously distribute throughout the city, an interesting four-paged folder, artistically and entertainly illustrated.

### A LIVE RETAILER.

While the great millionaire department store proprietors of the large cities hustle day and night in order to make their business a success, the smaller retailers sit around and wait for trade to come to them. Some of these merchants of the smaller cities advertise, it is true, but it is done in such a half-hearted way that it really don't count. Even those who have their advertisements prepared by prominent advertisement writers do not back up their advantage with personal hustle, and half of them don't even follow out their writer's ideas. Vesterday I received a letter from one of BILLBOARD ADVERTISING'S readers that makes me feel that the smaller merchants are beginning to appreciate the great value of advertising—when it is done in the right way. At any rate, my correspondent, Mr. Abner H. Graham. has "tumbled" to the power of the paint brush and type, and they are not going to get rusty in his hands He is the proprietor of Graham's Cash Store, of Milltown Maine. Though only in business two years, he has one of the largest stores, and is decidedly the most progressive merchant in that part of the country. Paint bristles on every barn on the roads to the town with Graham's method and Graham's prices; every street car tells of his merchandise; the newspapers get their

share of his publicity, and the circular distributors are even giving his townspeople some new advertising novelty of his. His latest scheme is worthy of imitation in other towns. There is an ice company in Milltown whose wagons serve the people of that town as well as those of three near-by towns. Every morning those ice wagons drive up to Mr. Graham's store door, before they start out on their routes for the day, to have large signs tacked on either side of them. The signs tell of one special bargain Mr. Graham has to offer for that day. Do you wonder that the people can't get away from such a man?

### AN AD FOR DRUGGISTS.

Speaking of good advertising, the Walther Printing House, of Philadelphia, sends me a copy of the best and most economical advertising medium for retail druggists I have ever seen. It is a syndi cate newspaper, full of information and advertisements that should sell goods for any druggist. By changing a word here and there, each druggist has a paper, especially devoted to his store-a paper that will be read and kept, where an ordinary circular would be thrown aside.

### HOW ONE BILLPOSTER STARTED.

Mr. T. M. Young, of the Southern Advertising Co., writes that they started the merchants of Manning, S. C., to using the billboards by showing them samples of commercial posters from one of the large lithographers. Now the merchants find that the billboard displays pay them, and advertise right along. "Papers reach the classes; posters reach the masses," is Mr. Young's motto. Knights of the paste brush in other towns could increase their business by following the Young broth-

### "BILLBOARD ADVERTISING" WILL HELP.

To the billposter who can't see any further than a certain facial projection, this article may sound like a selfish "puff" for BILLBOARD ADVERTISING. But the wide-awake, go-ahead poster will see the advantage of introducing this paper to the advertisers of his city. The average merchant looks upon bill posting as only fit to advertise soap, tobacco and theatres. If he could be induced to become a reader of BILLBOARD ADVERTISING, he would soon become educated to the great merits of the boards, and the poster would profit accordingly.

The Campbell Preserves Co., of Baltimore, are going to post the South.

Printing Co., representing the oldest Show Printing House now in this country, Mr. Dawley where it is now located. The plant managed by Mr. Dawley, although, perhaps, not the largest, is probably better equipped and adapted for mptly executing orders for all kinds of show printing than many of much larger pretentions and the trade of the office extends around the world, having branch offices in Liverpool and London, England, Paris, France, and Berlin Germany. A person not familiar with this oranch of the printing business can hardly realize the magnitude of some orders executed by the Great American Engraving and Printing Co.
We have been told that this office once secured and executed an order for what is called a 144sheet poster in five colors. This poster was 161 feet long and 9½ feet high, and it required 720 blocks 27½x39½ inches to make. It required more than 7,200 feet of lumber. To print only one-thousand copies it required 288 reams of 6 paper, or a total of 17,280 pounds, and, as it

had to go through the press 720 times, it required

728,000 impressions to complete 1000 copies and

about 10 tons of costly ink. Each poster cost

about \$15 each, without counting the engraving,

This company have just printed for the I. N.

ers. Some years ago they printed an edition of

Mr. Dawley is a resident of Griswold, Conn.

where he owns real estate and is proprietor of a

T. R. DAWLEY.

We present to our readers, on the third page of this issue, a likeness of Mr. T. R. Dawley, presi-

dent of the Great American Engraving and

### An AUSTRALIAN BILLBOARD

Melbourne, Australia, February 28th 1896

BILLBOARD ADVERTISING,

Dear Sirs—Your esteemed favors of 16th and
23rd December to hand. Delay in acknowledging same caused by absence of undersigned.

in handing you two copies of the billboard referred to, and which, accepting your published announcement as correct, must be the largest permanent billboard in World.

The exact measurements are 238 feet to Victoria street by 32 feet to Howard street, and all of a uniform height of 19½ feet. The situation is a central one, at North Melbourne, a thickly poplated suburb of Melbourne and distant ab 4 of a mile from Melbourne Post Office.

The larger frontage is parallel to a main line of cable trains, and is the centre of over half a mile of shops and business premises. The building showing at back of hoarding has been some eight years in progress and likely

We are, dear sirs. Yours very truly, AUSTRALASIAN ADVERTISING CO. (LTD.) W. KEMP, M'gr & Sec'y.

to be several more. It is called St. Mary's Cathe

### GOOD FOR YOU.

Paper for Santal Midy Capsules Remedy and Big G has been refused by the Amer ican Advertising & Bill Posting Co., of Chicago. We have found so little to commend of late in the actions of the erratic genius who manages this concern, that we eagerly sieze this opportunity of tendering our congratulations. We also heartily coincide with his observation that the sooner all bill posters do likewise. the better:

The Chicago Bill Posting Co. is building boards as fast as five gangs of carpenters can put them up.

### CANADA.

Canadian Bill Posters have left the A. B. P. A., and organized an independent association of their own. And the "gang played on '

### \$am W. Hoke Gets Commissions.

The April issue of Campbell's paper. states that Van Beuren, Munson, and Reagan & Clark refuse to pay commissions to sam W. Hoke on bill posting that he may send to them. Of course. Mr. Stahlbrodt would like this to be the truth, but all the same, Hoke's paper goes up right along, and Hoke pays regular rates, less regular commissions, 16% per cent. on short orders and 20 per cent. on orders of three months or more.

### Harry Munson Home Again.

After an absence of a number of months Harry Munson returned to New York looking as robust as ever, and a great browner. During his absence the business has been ably conducted by Wm. Lowden, who was instrumental in forming the association of New York's three bill posters into a defensive organization

Jno. D. Plummer, manager of the street car advertising in Asheville, N. C., has recently secured control of the billboards in that city, and will conduct the two together, under the name of the Asheville Advertising Agency.

Asheville is one of the most popular mountain resorts East of the Rockies, and at all times of the year-winter and summer-it is filled with pleasure and health seekers from all parts of the country. It is a busy, growing place, with upto-date ideas, having a population of 15,000 residents, and half as many visitors the year through, and Mr. Plummer promises that under his management, there will be a billboard business creditable to the place, and a showing hitherto unknown there.

The Chicago Bill Posting Co., of Chicago, has shipped over 1,000 24-sheet stands; 250,000 1/6-sheet snipes; 110,000 one-sheets

The service given by the members of the Inter-state has invariably been good. They have just closed a contract with the Moxie Co., Lowell, Mass., 50,000 onesheets for city and country work.

West Superior Bill Posting Co., West Superior Wisconsin, have sold out to The Petcher Tri-City Co., and 1000 feet of new boards have been added to their plant. and 2000 feet more will be erected as soon as the grounds are favorable:

Harry Burnell West Superior Wisconsin, has given the "Sweet Moments" a good showing.

W. C. Teide Racine Wis., Vice President Wisconsin State Association, is giving the Sweet Moments a nice showing.

Advertisers desiring distributing done can place their contracts for Minneapolis and St. Paul, with the Chas. Bartsch Company, and rest assured they will get honest service. See their advertisement on another page.

E. J. Marsch, manager of the Duluth Bill Posting Co., Duluth, Minn., has an enormous amount of boards, and they are well covered with local and theatrical work, no commercial work to speak of. He is a nice, congenial fellow, and seems ever willing to treat people square.

### DISTRIBUTORS' CHAT.

MAY, 1896.

There is a large sized row on in the ranks of the International Association of Distributors. One faction has called a convention to meet at Springfield, O., in June. The other issues a call for Chicago,

While internecine strife of this nature is deplorable and unseemly, the members in general, owing to the lethargy that has possessed the Association, and especially some of the officers, for the past six or seven months, are inclined to welcome anything that promises to bring about a change. The outcome will be watched with interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Vansyckle & Hole, of Indianapolis, have executed the following contracts within the two months just passed. Distributing: Gt. A. & P. Tea Co., 64,000: C. I. Hood & Co., 60,000; Lane's Family Med, and Kemp's Balsam, 30,000; Geo. E. Mitchell, Novelty Plaster Works, 30,000; Dr. Williams' Pink Pills, 28,000: Paine's Celery Compound, 25,000; Syrup of Figs, 25,000: Peruna, 22,000: Dr. Chase's Blood and Nerve Food, 20,000; Progress Clothing Co., 17,000: Crown Baking Powder "Purveyors," 10,000; Chicago Chronicle sam. copies, 3,900. Tin signs: Battle Ax Plug, 10,000; Quaker Oats, 5,000; Wheelmen's Co., Bicycles, 3,000.

A movement looking to the reorganization of the International Association of Distributors has been inaugurated.

A correspondent writes as follows: The announcement that a meeting of the International Association of Distributors would be held at the Leland Hotel, Chicago, commencing July 22d, is met with popular favor by all the members who have the interests of the Association at heart. Although this meeting was not called by the Board of Directors, it was timely, and judging from the way certain officers are inquiring by whose authority such a meeting was called, they must think something is going to drop-in fact, something will drop.

The members of the I. A D. want and will have a set of officers that will attend to their respective duties as becomes efficient and honest men. They are tired of paying dues and not getting anything in return. Some of the old officers are like a mill stone to a man's neck, or like a leach sucking the life-blood of this Association. It is proposed at this meeting to adopt a sliding scale of membership fees and dues, which gives the distributor in the small towns and villages an equal share of expense to bear in proportion to the population of the territory he works in. Another improvement of this new movement is to establish permanent headquarters, with a paid stenographer, in charge of the Secretary, the Secretary to serve gratis. With this plan members will at all times receive prompt attention, and will be kept posted as to what is going on in the distributing world. Their names will be kept before the advertiser.

This meeting will undoubtedly be the largest gathering of distributors ever heard of, and a general invitation should

be issued to all the reliable men of the craft. It would give them a chance to get acquainted, and the result would be a benefit to every one. As Chicago is the headquarters of many large advertisers, the distributors could kill two birds with

one stone by soliciting business in person. Every member should put forth his best efforts to make this movement a success, both by attending in person and getting others to attend.

Henderson, Minn., Mar. 13, 1896. Editor of BILLBOARD ADVERTISING, Cincinnati, Ohio.

You may state through the columns of the 'Only," that G. Runey & Son, Waukegan, Ill. have distributed and covered 125,000 pieces of advertising matter throughout Minnesota, including Minneapolis and St. Paul, for the Syrus of Figs people; and 125,000 for the "Elastic Starch" people, for E. Reeves, Gen. Adv. Agent Elastic Starch Co. We also have contracts fo th of the above firms in all the principal cities in Wisconsin, and will complete that state this month. G. Runey & Son are enthusiastic International Distributors' Association members, and prefer to do the work themselves rather give it to any one not members of the International. Good distributors are as essential as good bill posters, and we believe the distributors need purifying and classification.

CLARENCE E. RUNEY.

How many of you ever received the mone back you paid the Circulator for subscription and advertising.

tion outside of what the two assistant secretaries and solicitor gave you?

How many of you knew that most of the time that said officers were using their own money to

How many of you know that the association advertisements run in BILLBOARD ADVERTISING were paid for out of personal funds?

How many of you are there that are not disgusted with the ways Durboraw and Boorom, have run or not run things? How many of you are foolish enough to pay

any more dues to the secretary, so he can keep How many of you are willing to attend a meeting, if called by President Boorom?

How many of you blame me for bolting?

How many of you are going to stand by what is right and just? How many of you will attend our meeting at

How many of you will attend the other meet

ing, if there is one?
I could ask a thousand more such questions, but what is the use? I will let you ask the rest

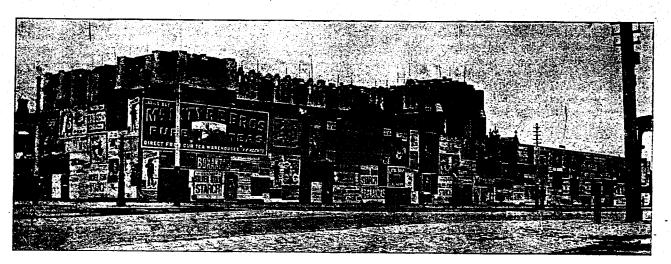
I must ask you one thing more : Are any of you willing to let this state of affairs exist another ear, or are the members to own this ass for one, will not stand it any longer, that is why I, and a large majority of our a

OFFICIAL NOTICE. (Springfleld, O., April 13th, 1896

Headquarters, I. A. D. A. The officers and members of the International Association of Distributors, of North America, are hereby notified that the regular annual meeting of the Association will be held in Springfield, Ohio, on the first Monday in June, 1896, which will be June 1st. An entirely new set of officers will be elected to serve for the ensuing year, and other business of vital importance will come before the meeting. All members are requested to attend. Those unable to be present will kindly direct their proxies to the President. All members who will attend the meeting will please inform the President by mail not later than one week previous to the

Superintendent Colbert recently wrote letters to Messrs. Dickson & Talbott, the Indianapolis Bill Posting Company and the management of the Empire Theatre, calling attention to an ordinance approved April 21, 1873, making it a misdemeanor to exhibit Indecent, disgusting, revolting or loathsome prints or pictures, and providing a penalty for the violation of the ordinance. It is the intention of the police department to enforce the ordinance, — Indianapolis Inurnal.

meeting. S M. Boorom, President.



### LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 13, 1896. W. H. STEINBRENNER,
Cincinnati, O.:

Dear Sir-Is the International Association Distributors of North America still in existence Since we sent our dollar for membership w have not heard a word except a notification of our election to membership.

We would like to hear from you on the subject.

We expected to do considerable business through n. Awaiting an early reply, we are,

Yours very truly, C. H. YOUNG & Co.

### To the members of the International Association of Distributors:

How many of you have had the same experi-How many of you paid your dues the last six

How many of you derived any benefit there How many of you wrote the president, secre-

tary and treasurer? How many of you waited weeks and months before you received a reply?

How many of you ever received a reply at all? How many of you ever received a copy of the Constitution and By-laws except what I and the two assistant secretaries sent out?

How many of you knew that the secretary

claimed \$1.00 per day for his services? How many of you found anything in our laws

that entitled said secretary to said \$1.00 per day How many of you ever heard from the secre tary except to receives your receipts for dues called a meeting at Leland House Chicago, July 22nd, 1896, and I herewith extend an invitation to all the lovel members of the International Association of Distributors to attend.

W. H. STEINBRENNER.

Chicago, April 23rd, 1806.

Editor BILLBOARD ADVERTISING,

Dear Sir—I would be pleased to vouch for Mr. W. H. Steinbrenner of your city, as a reliable man to entrust with distributing work. I consider him worthy the confidence of advertisers

> Very truly yours, D. R. TALBERT, Advertising agent, California, Fig Syrup Co,

### INDIANAPOLIS.

The No. 1 bill car of the Buffalo Bill show was here April 17th, and this locality is thoroughly billed, The car was in charge of H. H. Gunning, same as last

Svrup of Figs paper has been posted and distributed here lately, the Empire doing the posting and Geo. W. Vansycle distributing the 25,000 folders.

The Indiana Bicycle Co., of this city, are billing the "Waverly" very heavily; perhaps it would be well for bill posters in cities where they have agencies to correspond with them regarding work.

I have secured rates for the International Association of Distributors, Leland Hotel Chicago, same as for Inter-State and have assurance of one and one-third railroad fare, but nothing definite as yet, Am working on it and think it will go through.

CLARENCE E. RUNEY.

C. CAMPBELL, Editor, Chicago. Ill.

Dear Sir—Please drop my name from your membership, and discontinue my name as a member of your association. I have not received a copy of your publication but am informed you are listing me as charging 7 cents for 30 days showing, while I am advertising to do 30 day work for 5 cents. Am glad to give good service at that price. Please acknowledge and state that Yours truly.

P. B. HABER 3rd Vice President, Inter-State B. P. P. Association

A good auxiliary advertising medium is an attractive window card. I have noticed quite a number of clever ones lately-mostly running to the clothing business. One of these reads:
"There is a bond of sympathy between our

prices and your purse."

In a gents' furnishing store I notice the fol

"These gloves are something you ought to -J. C. G. in Printers' Ink.

### NEWS FROM THE FAIRS.

Pawnee Bill, (Major Gordon W. Lillie.) whose reputation as a scout and rough rider is second only to that of Buffalo Bill. is entertaining the idea of offering himself and followers as a special attraction to a limited number of fairs during the coming fall. His address is, care of the Ledger Job Office, Philadelphia.

The opening of the Nashville Centennial Exposition has been postponed until May 1st. 1897, and its season extended from one hundred days to six months. This is a wise move, for while it conflicts with the proposed big show at Omaha, it insures the completion of the buildings and grounds. Nothing operated against the Atlanta Fair one-tenth part as much as the incomplete state of the exposition on the occasion of the opening. Visitors carried the report home that nothing was finished. It spread far and wide, and as a result people simply staid away during the early weeks and months. The attendance was frightfully low. All the splendid advertising accomplished by Walter G. Cooper, the press agent, was lost and immense expenditure of time and money and ingenuity were necessary to counteract the effects of the widespread impression that prevailed

We are informed that many of the new buildings at Nashville are already fast approaching completion. This is well, as is also the determination of the management to rigidly exclude all exhibits that are not on the grounds by April 15th. There is no reason on earth why a big venture like this should not be ready for opening on its opening day.

Prof. F. T. Nash, manager of the famous Nash Combination, is located at Oswego, Kansas. This combination is one of the best of fair ground attractions. It consists of seven people who in turn give exhibitions of Roman Standing Race Riding, Roman Chariot Racing, Ladies Racing in Bloomer, Hurdle Races, Trapeze Performing and Steeple Chasing.

> Office of Secretary, PUTNAM COUNTY FAIR. Pair, July 27 to 31, '96.
>
> Bainbridge, Ind., April 13, 1896.
>
> LBOARD ADVERTISING,

Cincinnati, O. Dear Sir-As the representative of one of many airs I would ask that you favor us with addresses

Thanking you in anticipation and also for past Very truly,
A. R. ALLISON, Secretary.

The new line of posters for fairs, racemeetings and bicycle tournaments, issued by the famous Donaldson Litho, Co. of Cincinnati, is now fast approaching completion. They are beautiful beyond description. Secretaries should write for

samples, which are free If you want anything in the way of a special attraction, from a merry-go-round to a racing combination, advertise for it

G. P. Kemp, manager of the Kemp Sisters Hippodrome and Wild West Combination is now entertaining offers from fairs. His address is El Paso, Ills.

in BILLBOARD ADVERTISING

The Zone system of estimating the attendance at fairs and expositions has proved seriously at fault of late. A much better and more reliable method is the billboard system. Count five paid admisssons on every sheet used in excess of the usual billing.

Arthuor S. Constant, secretary of the Isabella County Agricultural Society, of Mt. Pleasant, Mich., says, on behalf of the society: "We are in for a big time. Any help you can give us will be appreciated and reciprocated. Please exchange

If you are going to make a specialty of bicycle races, advertise the fact in BILLBOARD ADVERTISING. Manufacturers and dealers are interested, and if they do not exhibit they may want space in your premium list

Our free list among officers of fairs will be entirely suspended with this number Those who want the paper hereafter had better subscribe now or order it through their newsdealer.

Mr. John E. Muncaster, secretary of Montgomery County Fair, Rockville, Md., writes us a very entertaining letter in which he says: "Although BILLBOARD ADVERTISING is a rather peculiar name for an official fair organ, I have often felt that such a paper would prove interesting, and hope you will be successful in making it go.

I was chosen secretary of our fair in 1888, for the first time, being then in my eighteenth year, and may be said to have grown up with the fair. All arrangements for advertising in the first year, had been made by my predecessor, and of course I supposed them sufficient, so made no changes. There were two-thousand premium lists put out mostly by mail, and two-hundred one-sheet posters printed blue on white, with a whole history of the fair on each one, in consequence of which a magnifying glass had to be used to see what was on them. The total attendance was about 4,500 or 5,000.

Last year I had out in the county some twenty-five six-sheet bills, and one hundred three-sheets. You know, unless you build the boards especially, it's hard to post big bills in the country. Five hundred one-sheets, one thousand half-sheets and one thousand fence posters.

These were all lithographs, except the three-sheets and posters, and were well put up, so that some of them still show. Besides this we had a banner 40x60 feet across Pennsylvania Avenue, Washington, D. C. Total attendance over 10,000, and one day cut off by the heaviest rain of last summer. We feel sure that 3,000 or 4,000 would have passed the gates on that day, and attribute the increase largely to the bills and the thorough posting of them by our special agent, Mr. P. C. Rilev. Riley uses common flour paste made with alum water and rubs it in well, and sticks a poster wherever one will go. I remember one case of a fat huckster who travels through the county, and Riley pasted a bill and was about to apply it to the seat of his breeches, when the man objected. and was even indignant at the offer of a quarter for the privilege of billing him.

Bear in mind that BILLBOARD ADVER-TISING for the next four months reaches every manufacturer and dealer in agricultural implements in America

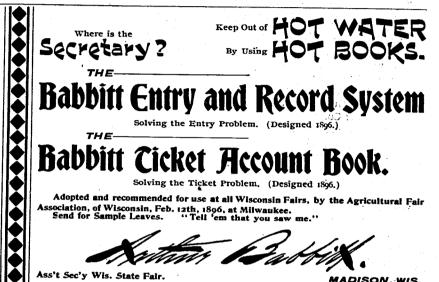
BILLBOARD ADVERTISING for June will contain the complete Fair List for 1806.

Mr. Allison A. Bibler, of Crown Point, Ind., secretary of the Northwestern Indiana Fair Circuit, says that BILLBOARD ADVERTISING is one of the best advertising papers he receives, and he gets them

Secretaries speak very highly of the Babbitt Ticket Account Book. It simplifies their work as far as tickets are con-

The Minnesota State Fair will be held at Hamline, midway between St. Paul and Minneapolis, for six days commencing August 31. They will have the big G. A. R. National Encampment to draw from, besides getting the benefit of the extremely low railroad rates.

Watch for interesting news in our next



# THE MODERN SIGN WRITER

With the development of the artistic sense of the people at large has come a demand for tasteful work in

### SIGN PAINTING.

Every painter who wishes to be progressive, and keep up with the times, must be able to do this modern work in the new artistic way.

To meet this demand "The Modern Sign Writer" has been prepared. it is a handsome book, beautifully lithographed in colors, and brimful of suggestions in design and lettering. It embraces all the modern alphabets, upper and lower case, together with numbers. Also artistic sign lay outs, porders, panels and tasteful designs. Every painter in the land should have a copy. If you will state that you saw this advertisement in "Billboard" you can procure the book for \$2.50, by addressing

R. HENDERSON.

Send the Money with the Order.

It will be returned if you are not satisfied.

29 Avon Place, Newark. N. J.

# West Superior, WISCONSIN. HARRY BURNELL.

THE ONLY

Licensed CITY BILL POSTER. I control all the prominent locations in town. TRY OUR MUSCLE.

E. SPRING, MANAGER.

# W. S. ELKINS, Rochester, Pop. 6,300 Kasson, I.500 Manterville, I.500 Manterville, I.500 Eyote, I.500 Chatfield, I.500 Chatfield, I.500 Pine Island, I.500 Pine Island, I.500 St. Charles, I.500 Rochester, Min.

I WAN<sup>T</sup> the work of one or two more large concerns who recognize the importance of good distributing and who want the very best service to be had.

J. A. CLOUGH DISTRIBUTOR, Chicago Reference: Fuller & Fuller Drug Co.

### **LIST OF** →

# 

Lebanon, Aug 17-21

\_\_\_\_1896.\_\_\_\_\_

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### CONNECTICUT.

Danbury Danbury Fair Oct 5-10 G M Rundle sec Meriden. State Agricultural Fair. Rockville. Holland Co Fair, Sept 15-17 Willimantic Willimantic Fair Sep 29 to Oct 1

J H Gray sec

APRIL, 1896.

### DELAWARE

Dover Delaware State Fair Sep 22-25 John B Wharton see

### ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy Avon. Sept 15-18 Julian Churchill, secv. Bushnell Bushnell Fair Assn Sep John R Camp pres, James Cole treas, Louis Kaiser sec

Camp Pres, James Cole treas, Louis Kalser sec Camp Point. Adams Co Fair, Sept 7-11 E E B Sawyer, secy Catlin. Vermilion Co. Agricultural and Mechan-ical Association Fair, Aug. 18-21. T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer

El Paso Dist Agl Board of Woodford Co Sep 14-18 E A Childs pres, A H Waite treas, G R Curtiss see

Farmer City. Aug 17-21 Freeport. Northern Illinois Agricultural Society
Fair, Sept 8-11 Thos D Osborne, sec'y. Hoopeston Hoopeston Fair Sep 29 to Oct 2

Kankakee. County Fair, Sept 14-18 T C Schoberg, pres't; Len Small, sec'y
LeRoy LeRoy Fair and Agi Assn Sep 1-4 Jno
Haig sec

Libertyville Lake Co Agl So. Sep 15-18 Warren M Heath sec Mt Vernon Agl So Fair Sep Jesse A Dees
pres, S H Natson treas, Fred P Watson see

acombe McDonough Fair Assn Aug 17-21 R H Hainline see Mt. Carroll. Carroll Co Fair, Aug 25-28 Geo F Buckner, Presj; Geo C Kenyon. Sec'y Algona Kossuth county Agl So Sep 16-18 J W Wadsworth pres, E P Keith v-pres, Harvey Ingham treas, E B Butler sec

Paris. Edgar Co. Fair, Aug 31 - Sept 4 Geo H McCord, secv Pana Pana Union Agl Board Aug 25-29 Lou Roley sec

Rochelle Agl and Mech Assu Sep 8-11 Francis E Dresser sec Rockford Winnebago Co Agl So Sep 1-4 T B Buckbee pres, Geo W Collins v-pres, C O Up-ton treas, J B Whitehead sec

Briscoe Briscoe Fair Aug 31 to Sep 4 T J Hall pres, E J Frederick treas, C C Calkins sec Sandwich Sandwich Fair Assn Sep 14-18 E Randall sec Belle Plaine Big Four Fair Assn Sep 8-11 W J Guinn pres J C Milner sec Bloomfield. Davis Co Agricultural Society Fair, Sept 15-18 J C Brouhard, secv

Sullivan Moultin Co Fair Aug 31 to Sep 4
Thomas Monroe pres, G W Vaughan sec Cresco Howard county Agl So Sep 8-11 J C
Webster sec Shawneetown Aug 18-21 Norton Doherty pres, A C Millspaugh sec Springfield Illinois State Fair Sep 28 to Oct 3

J N Judy pres, John Bunn treas, R C Garrard

Springfield. Sept 28-Oct 2

Warren Union Agl So of JoDaviess, Stephenson and LaFayette Counties Sep 15-18 Rob Haw-ley pres. E C Slothower v-pres, C F Taylor treas, S A Clark sec Watseka. Iroquois Co. Agricultural Association Fair, Sept 1-4. H C Lovett, President; L F Watson, Secretary

Woodstock. McHenry Co Fair, Aug 25-28 G B Richards, secy

### INDIANA.

Bainbridge. Putnam County Fair. July 27-31.

A R Allison, sec'y.

Bloomington: Aug 10-14
Boswell Benton Warren Fair Sep 9-11 Henry
Robertson pres, N H Knight sec Crown Point Lake Co Agl So Sep 8-11 Rarnst Hixson pres, F E Cooper treas, A A Bibler sec Chrisney Spencer Co Agl and Ind Fair Aug 31 to Sep 5 J C Haines pres, P C Jolly sec Crawfordsville Montgomery Co Fair Sep 7-11 N B Waugh pres, W N Morgan sec Flora. Carroll Co Fair, Sept 20-25 J T Gillam, prest; C E Nobes, treas; J O Ferrier, secy

Frankfort, Aug 25-28

Huntington Huntington Co Agl So Sep 8-12

Adam I, Beck sec

Huntingburgh Dubois Co Fair and Expo Sep

14-19 E R Brundick pres, D Reutepohler sec

Hagerstown Wayne Co Fair Aug 5-7 John Bowman pres, Knode Porter treas, F H Bald-ridge sec

Indianapolis Indiana State Fair Sept 14-19 W W Hamilton pres, E J Robison treas, Chas F Kennedy sec

\* \*

Missouri Valley Harrison county fair Sep 21-24 H B Cox pres, G F James v-pres, B H Carlisle treas, A B Hosbrook sec

Marengo Iowa county Agl So Sep 1-4 H Brown pres, C C Haas treas, D M Rowland se Mapleton Maple Valley fair Sep 23-26 A Lamb pres. Ed Quick treas, J E Jerome sec Maquoketa Jackson county fair Sep 1-4 Adam Ringlep sec

Milton Milton Dist fair Sep 8-11 G V Bell pres E C Holland v-pres, J D Rowland treas, H C

Newton Jasper county fair Sep 14-17 SG Rus-National. Clayton Co Agricultural Society Fair, Sept 8-11 J C Hempel, secy, Elkader, Ia Ottumwa. The Great Ottumwa Fair, August 11-14. C O Taylor, pres't; Ben S Benson, sec'y.

Kendallville, Sept. 28, Oct. 2. Nathan Roberts, Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy. Oulerville Appanoose county Agl So Sep 8-11 W G Ciark pres, James Merritt treas, S W Pella Lake Prairie Dist fair Sep 29 to Oct 2 Chas DeCook pres, C Rhynsburger treas, Chas LaGrange LaGrange Fair Assn Sep 22-25 L N Rowe sec

Rhodes. Eden District Agricultural Society Fair, Sept 15-17 H M Weeks, secy Ruthven. Lake District Fair Association Fair, Sept 14-17 Fremont Teed, secy Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy

Villisca Villisca Union Fair Assn Sep 8-11 D W Jackson pres, J N Neil treas, T L Ingram

LaPorte LaPorte Co Agl Assn Sep 22-25 V H
Banks pres, J Vene Dorland sec

Morocco N C Agl So C N Hanger pres, H E
Parkey sec, Frank Davis ass't sec Sioux City Sioux City Fair Sep 11-19 Waukon. Allamkee Fair, Sept 22-25 C M Bow-man, prest; Capt Wm S Hart, secy Webster City. Hamilton Co Fair Association Fair, Sept 22-25 W G Bale, secy Whatcheer. Whatchen District Fair Association, Sept 28-Oct 1 T C Legoe, secy Middletown Henry, Madison and Delaware Co Agr So July 28-31 E A Wisehart sec Marmont Maxenkuckee Agl Assn Aug 18-21 H H Culver pres, H J Meredith treas, Geo

Sept 28-Oct 1 T C Legoe, secy
West Point West Point Dist Agl So Sep 22-25
Wm R Trimpe pres, John Walljasper sec

KANSAS

Northwestern Indiana Fair Circuit La Porte July 24, Crown Point Sept 8-11, Valparaiso Sept 15-18, La Porte Sept 22-23 W A Banks pres, A A Bibler sec, Crown Point iew Carlisle Farmers' Union Fair Assn Oct 30, Sept 1, 2 I N Miller pres, W H Deacon treas, D S Scoffern sec

Afton Union county fair Assn Sep 15-18 J T Beebe pres, T F Shrub treas. O E Davis sec

entral City Wapsie Valley fair Sep 1-4 J C Gritman pres, PG Henderson v-pres, Fred McLeod treas, E M Sawyer sec

Carroll. Aug 18-22 A L Wright, prest; R E Coburn, treas; H A Junod, secy

Columbus Junction, District Fair, Aug. 25-29.
R F Mc onnell, Secretary

Donnellson Lee county fair Sep S-11 C E Bode pres, E P Armknecht sec

Davenport Davenport Fair and Exposition, Sept 7-11 P W McManus

Dewitt. Clinton Co Fair, Sept 15-18 R. Christiansen, secy.

Decorah Winnisheik county fair Assn Bedford Sep 29-Oct 1 H L Pierce sec

Des Moines Iowa State Agl So Sep 4-11 John Evans pres, G D Ellyson treas. PL Fowler sec

Eldora. Hardin Co Fair, Sept 1-4 J W Prisen,

Eldon Big Four fair Sep 1-4 W G Crow pres, Mark Hilles treas, H R Baker sec

Greenfield. Adair Co Fair Association, Sept 28-Oct 1 Ernest Funke, pres't; A J Gibbs,

Humboldt. Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy

Harlan Shelby county fair Assn Aug 25-28 O P Wyland pres, M K Campbell treas, W T Shepherd sec

Hampton Franklin county Agi So D Vought

Ida Grove. Ida Co. Fair, Sept 22-24 A Preston,

llison Butler county fair Assn Sep 14-17 G M Craig pres, G Hazlett sec

Ligonier Noble Co Fair Oct 6-9 Orlando Kim-mell pres, John H Green treas, J H Hoffman

LaFayette Tippecanoe Co Fair Assn Aug 3t to Sep 4 V L Blackstock sec

Linton Linton Fair Sep 7-11 SA Maxwell pres, V J Hamilton sec

Burlington. Coffey Co Agricultural Associatio Paoli Orange Co. Fair Association, Sept. 9-12. A W Bruner, pres't; H F Davidson, secy Sept 14-18
Fredonia Agricultural Association
Fair, Aug. 25-28, inclusive C H Pierce, pres t;
J H Edwards, sec'y Poplar Grove Poplar Grove Dist Fair Sept 14-18 W W Smith pres, A D Wood sec, Carroll Rockport Rockport, Indiana, Fair Aug 18-22 B F Bridges pres, C M Partridge sec Garnett. Anderson Co Agricultural Association, Sept 1-5

Shelbyville. Shelby Co Fair, Sept 1-5 John W Vamaoy, prest; Henry Doble, treas; E E Stroup, seev Ola. Allen Co Agricultural Association S=pt 8-12 Mound City. Linn Co Agricultural Association. Iolathe. Johnson Co Agricultural Association Aug 25-28

Terre Haute Terre Haute Fair Association Fair days Aug 10-14 Running May 18-23 W T Beauchamp pres, W H Duncan sec Aug 25-28 Ottawa. Franklin Co Agricultural Association, Sept 22-26 Chas H Ridgway, secy

Vincennes Knox Co A & M So Oct 12-17 Jos H Barr pres, Edward Watson treas, James W Emison sec Paola Miami Co Agricultural Association Sept 29-Oct 2 J F Donahoe pres, G P Leavitt sec eneca Nemaha fair assn Sept 8-11 J Knepp pres, J A Gilcrist treas, John Stowell sec

KENTUCKY. Uniontown Union Co Fair Aug 4-S J V Givens pres, W A Berry sec Paris Bourbon Co Agl So Sept Geo Alexander pres, TE Ashbrook sec rinchester . July 29 to Aug 1 A Renick pres, Joe B Ramsey treas, W H Garner sec

Villiamsburg Whitley Co Fair Assn Sept 2-4
Nick Daniel pres, Walker Mason sec Curdsville Ellendale Fair July 28 to Aug 2 R T Smith sec Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland

Webster sec
20rnelia Wright county fair Sep 22-25 PR
Henry pres, J A Elliot v-pres, F L Dow treas
T A Davenport sec
Charles City Floyd county Agl and Mech Assn
Sep 16-18 N B Towner pres, Robt Lindon vpres, E Weller treas, C M Carr sec Paducah Paducah Fair and Exposition Co Fair and Races Sept 22-25 Races July 3 and 4 Jas M Lang pres. Alex Kirkland sec Alexandria Aug 25-29 Geo R White pres, John Todd treas, J J Wright sec

### MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept Gray Aug 24-27 Wm P Haskell pres, J W Stevens sectreas

Hartland East Somerset Agl So P W Thompson pres, S L Mayo treas, S H Goodwin, St Albans, sec, H L Williams asst sec Lewiston Maine State Agl So State Fair Aug 31 to Sep 4 S G Jerrard pres, E G Eveleth treas, G M Twitchell, Augusta, sec

Portland. New England Fair, Rigby Park, Aug. 17-21. F H Appleton, Pres't; E F Rowell, Sec'y; Warrea Brown, Treas.

### MASSACHUSETTS.

Athol Worcester N W Agl and Mech So Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Humphrey sec mesbury and Salisbury Agricul-tural Society Fair, Sept 22-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y

arnstable. Barnstable Co Agricultural Society Fair, Sept 8-10. Henry M Hutchings, See'y rockton Brockton agl so Sept 30 and Oct 1-3 H W Robinson pres, E M Thompson treas, Ira Copeland see

Cummington Hillside Agl so Sept 29-30 S W Clark pres, R R Packard treas, Wm G Atkins sec

Nantucket Nantucket agl so Sept 2-3 Herbert G Worth pres, Asa C Jones treas, Josiah F Murphey sec

North A lams Hoosac Valley Agl So Sep 22-24
W B Plunkett pres, Geo Z Dean v-pres, M R
Ford treas, Geo F Miller sec
South Lancaster. Worcester East Agricultural
Society Fair, Sept 10-11. John E Thayer,
Pres t. Lancaster, Mass; W A Kilbourn, Sec'y,
South Lancaster, Mass; Lucius Field, Treas,
Clinton, Mass

Sturbridge Worcester S Agl So Sep 17-18 A B Chamberlain pres, C V Coney sec-treas Taunton Bristol Co Agl So Sep 22-24 Walter C Bayliss pres, E C Holt treas, A B Hodges sec Uxbridge Blackstone Valley Agr So Sep 29-30 W L. Johnson pres, Augustus Story sec-treas

Vestfield Hampden Agl So Sep 24-25 Chas F Fowler pres, E S Batcheler treas, Wm H Foote sec Worcester Bay State Fair Sep 1-4 Hon J D W French pres, John B Bowker sec

### MARYLAND.

Easton. Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Har-rington, Pres't; M M Higgins, Secy Elkton Elkton fair Sept 8-11 John M Tucker sec and treas

Frederick City The Frederick fair Oct 13-16 Chas N Hargett pres, D V Stauffer treas, Harry C Keefer sec

cockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John R Muncaster sec, Norbeck

Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick von Kapf pres, Wm H Bosley treas, H C Long-enecker sec Towson, Md

### MICHIGAN.

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fre-mont sec

Coopersville. Sept 22-25 J B Watson, prest; R M Parker, treas; C De Vos, secy
Coldwater Branch co agl so Sept 21-25 Wallace
E Wright sec

Grand Rapids. State Fair, Sept. 7-11. Henry Fralick, Sec'y, Grand Rapids.

Hillsdale Hillsdale agl so Sept 28-Oct 2 Fred S Smith pres, W R Branch sec Hadley Hadley Dist Agl and Hor So Sept 29,30 and Oct 1 Geo Davenport pres, J M Chalmers treas, F A Smith sec

Ionia. Ionia District Fair Association, Sept 15-18 Luther Hall, prest; Reuben Gould, treas; Fred Cutter, Jr, secy

Litchfield Union Agl So Oct 6-9 R W Freeman pres, A J Lovejoy treas, L B Agard sec Midland. Midland Co. Agricultural Society Fair, Sept. 2-4. Thos B McCullough, pres't Jas G Culver, sec'y.

iskegon. Sept 15-18 Mt Pleasant Isabella county agl so Sept 22-25 John T Landon pres, Arthur S Coutant sec Owosso Shiwassee Co Agl Assn Sept 22-25 Edmund O Dewey sec

aginaw Saginaw county fair Sept 15-18 Geo Davenport pres, Fred C Zimmermann sec Washtenaw Co Agl and Hor So Sept 22-25

### MINNESOTA.

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec Carver Carver Co Fair Sept 25 and 26 · Frank Warner sec

Farmington Dakota Co Agl So Sept 9-11 P H
Feeley pres, L P Fluke treas, T H Brownell

Hamline Minn State Agl So Sept 9-14 Ed Weaver pres, B B Noffatt treas, E R Randall Hutchinson McLeod Co Agl So Sept 16-18 G R Cickrick pres, L A Ritter treas, Harry B Wake-field sec

Kasson Donge Co Fair Assn Sept 15-18 Aug E Auderson see Le Sueur Le Sueur Co Agl So Sept 16-18 CN Cosgrove pres, I, Quackenbush treas, M W Grimes sec

Pipestone Pipestone Agl So Sept 15-17 ET
Davies pres, N B Briggs treas, R Scarf Sec
Rochester So Minn Fair Assn Sept 8-12 A T
Stebbins pres, T H Titus treas, T R Bear Sec
St Paul State Fair and G A R Encampment
Aug 31-Sept 5

Winnebago City Faribault Co Agl and Joint Stock So Sept 24-26 J P Hines pres, H D Damon treas' M H Oliver sec

### MISSOURT

Belton, Belton Agricultural Association Aug Cape Girardeau South-eastern district agl so Oct 13-17 E H Engelmann sec

Kahoka. Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Boulware, Pres't; Joseph Vandolah, Secy

Rockport Atchison county agl and mech assn Aug 25-28 Miles Sickler pres, J W Raines treas J W Young sec

St Louis St Louis fair Oct 5-10 R Aull sec Platte City Platte county agl, mech and stock assn Aug 25-29 Will Forman sec

Trenton. N M C A I Ass'n Fair, Sept 15-18 G W Smith, Pres't; W E Austin, Treas: Peter H

Baitle Creek, Mich. Running, Trotting. Pacing and Bicvcle Races, May 29-30 Rod J McDouald Sioux City, Ia., May 27 to 30 Johnstown, Pa., May 29 to 30 Colorado Springs, Col., May 30 to June 1 Columbus, O., June 1 to 5 Concord, N. H., June 1 to 6 Oswego, Mich., June 2 to 4 Fleetwood, N. Y., June 2 to 5 Fort Huron, Mich., June 2 to 5 Hamburg, Out., June 3 to 4 New Hamburg, Ont., June 3 to 4 Denver, Col., (Overland Park) June 6 to 13 Stratford, Ont., June 9 to 11 Sanborn, Ia., June 9 to 11 Cleveland, O., (South Cleveland Driving Park) June 9 to 12 Sidney O. June 0 to 12 Sidney O. June 0 to 12 Sidney O. June 0 to 15

Sanborn, Ia., June 9 to 11
Bancroft, Mich., June 9 to 11
Cleveland, O., (South Cleveland Driving Park)
June 9 to 12
Sidney, O., June 9 to 12
Medford, Mass., (Hick's track) June 9 to 12
Omaha, Neb. June 9 to 13
Tilsonburg, Ont., June 16 to 18
Ottunwa, Ia., June 16 to 18
Ottunwa, Ia., June 16 to 18
Medford, Mass., (Mystic Park) June 16 to 19
Lima, O., June 16 to 19
Lima, O., June 16 to 19
Lima, I., June 17 to 18
Medford, Mell, June 17 to 18
Fenton, Mich., June 17 to 18
Fenton, Mich., June 17 to 18
Manchester, Ia., June 18 to 19
Lake Geneva, Wis., June 20
Saugus, Mass., June 22 to 26
Holly, Mich., June 23 to 25
St. Thomas, Ont., June 23 to 25
St. Thomas, Ont., June 23 to 26
Oshkosh, Wis., June 23 to 26
Oshkosh, Wis., June 23 to 27
Waverly, Ia., June 24 to 27
Lake Geneva, Wis., June 27
Chicago, (N.-W. A. T. & P. H. B.) June 27 to
July 4
Detroit, Mich., (Highland Park) June 30 to

July 4 Detroit, Mich., (Highland Park) June 30 to

July 4 Chicago, Ill., (Washington Perk) June 30 to

Cleveland, O., (South Cleveland Driving Park)
| July 7 to 10 | Mendota, Ill., July 7 to 10 | Mendota, Ill., July 7 to 10 | Mendota, Mass., (Mystic Park) July 7 to 10 |
Lake Geneva, Wis, July 11 to 18 | Sangus, Mass., July 13 to 17 | Saginaw, Mich., July 14 to 16 |
Galesburg, Ill., July 14 to 17 | Aurora, Ill., (Illinois Valley Circuit) July 14 to 17 |
Detroit, Mich., (Detroit Driving Club) July 18 to 25

us, O , Aug. 3 to 7

Mechanicsburg, O., Aug. 4 to 7
Chillicotte, O., Aug. 4 to 7
Chillicotte, O., Aug. 4 to 7
Hagerstown, Ind., Aug. 4 to 7
Griggsville, Ill., Aug. 4 to 7
Youngstown, O., Aug. 5 to 7
Rushville, Ill., Aug. 10 to 14
Bloomington, Ill., Aug. 10 to 14
Sheridan, Ind., Aug. 10 to 14
Fort Wayne, Ind., Aug. 10 to 15
Web-ter City, In., Aug. 11 to 14
Warren, O., Aug. 11 to 14
Jacksonville, Ill., Aug 11 to 14
Medford, Mass., (Mystic Park) Aug. 11 to 14
Macomb, Ill., Aug. 17 to 21
Farmer City, Ill., Aug. 17 to 21
Carroll, In., Aug. 18 to 21
Carroll, In., Aug. 18 to 21
Independence, Ia., Aug. 18 to 21
Anamosa, Ia., Aug. 18 to 21
Rich Hill, Mo., Aug., 18 to 21
Rich Hill, Mo., Aug., 18 to 21
Rich Hill, Mo., Aug., 18 to 21

Chadron Dawes Co Agl So Sept W W Wilson pres, Wm Wilson treas, B F Pitman sec Elmwood, Sept 15-18

Lincoln Lancaster county agl so Sep 22-25 A Greenamyre pres, Wm M Clark v-pres, S R Hall treas, Wm Foster, Saltillo, sec Omaha Nebraska State Fair Aug 27-Sept 5
Robt W Furnas, secy

Plattsmouth. Oct 6-0 Syracuse. Sept 20-Oct 2 Oct 13-16 Tekmah Burt county agl so Sep 16-18 EBAt-

### NE W HAMPSHIRE.

ochester Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Parsh-ley sec

### NEW JERSEY.

Mount Holly Burlington county agl so Sept

### NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; I, H Beach, Sec'y; A W Barnett, Treas

Brockport Union agl so Sep 24-26 Elias Gar-rison pres R C Huil treas, G B Harmon sec ambridge Cambridge Valley agl society and Stock Breeders Assn Jerome B Rice pres, H A Qua treas, John L Pratt ir sec

Carmel Putnam county agl assn Aug 25-28 Geo R Cole sec Canandaigua. Ontario County Agricultural So-ciety Fair, Sept. 28, 29, 30, Oct. r. John B Hall, prest; Wm H Warfield, sec'y; Jas S Hickey, treas.

Dryden. Dryden Fair, Sept 22-24 S G Lupton, Pres't: I B Wilson, Sec'y

Chemung Co Fair, Aug 31, Sept 4. Cassada, Pres't; Geo McCann, Sec'y, pung, Treas

Hornellsville Hornellsville Farmers' Club fair and Races Aug 24-28 L A Waldo pres, Chas Adsit treas, C K Mason sec

Ithaca. Tompkins Co'Agricultural Society Sept
8-II A G Genung, secy

Jamestown. Warren Co Fair, Sept 15-18

Lowville. Lewis Co Agricultural Association Pair, Sept 15-18 W J Milligan, Sec'y and Treas Lyons Wayne county agl fair Sep 17-19 W A
Langdon pres, D E Snyder treas, A F Sheldon

Mineola, I. I. Queens county agl so June 17-18 and Sep 22-26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, Old Westburg, sec Newport. Newport Agricultural Society, Sept 8-10 Willard Ingham, prest; B F Petrie, secy, Middleville, N Y

Norwich. Chenango county agl society, Sep 1-4

lewburgh Orange county agl so Sep 15-18
Augustus Denniston pres, Harry M Waring
treas, D A Morrison, Montgomery, sec
lassau Rensselaer county fair Sep 22-25 Geo
With-new Sep 22-25 Geo

Oneonta Central New York fair Sep 14-17 W L. Brown pres, H M Bard treas, L. L. Hunting-ton sec

Coughkeepsie Dutchess county agl so Sep 22-25 Reginald Rives pres, CW Swift treas FR Bain sec

Riverhead. Suffolk County Agricultural Society Fair, Sept. 29-30, Oct. 1. Sylvester M. Foster,

Rochester Western New York Fair Sep 28 to Gct 3 H A Kingsley sec

Syracuse. State-Fair, Aug 31 to Sept 5 Jas B Docharty sec

Schoharie Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Prest; John B Grant, Supt of Privileges; Frank K Grant,

Watertown. Jefferson Co Agricultural Associa-tion, Sept 8-11 J Sterling Sill, prest, Adams Centre; Frank M Parkef, treas, Dillin; W R

Westport. Essex Co Agricultural Society, Sept 15-17 W A Tucker, prest; A J Daniels, treas; C E Stevens, secy

Walkins Schuyler county agl so Sep 29 to Oct I Al Hunter pres, Geo C Waite treas, Jas P Frost, Moutour Falls, sec

### NORTH CAROLINA.

Raleigh North Carolina state agl assn Oct 20-B Cameron pres, John Nichols sec

### OHIO.

Ashland Ashland fair Sept 8-11 A W Fritzinger sec
Akron Summit Co Fair Sept 29, 30 and Oct 1, 2
Albert Hale sec

Bucyrus Crawford county fair Sept 22-25 E B Monnett pres, B Beal sec

Bowling Green Sept 29-Oct 2 loston. Clermont Co Agricultural Association, Sept 8-11 E D Frather, prest, Felicity, O; John Rowan, secy, Blowville, O

Bowling Green Sept 29-Oct 3 Bellefontaine Logan county fair Sept 29, 30, Oct 1-2 Banner M Allen sec

Sincinnati Hamilton county agl so fair Carthage Aug 18-21 B P Critchell pres, D L Sampson sec Chagrin Falls Cuyahoga county agl ss Sept 22-25 LR Dunham pres, H M Bigalow treas,

BILLBOARD ADVERTISING.

Carrollton. Carroll Co Fair, Sept 22-25 C A Circleville. Pickaway Breeders' Association Fair, July 21-24 W E Morris, prest; W S Smith, treas; A J Grigsby, secy Columbus. State Fair, Aug 31-Sept 4 W W Mil-

Coshocton Oct 6-0 Celina Aug 19-21

Canton Stark Co Fair Sept 22-25 A B Correll

sec
Canfield. Mahoning Co Agricultural Society
Fair, Sept 29, 30 and Oct 1. B P Baldwin, Pres't,
Tiger, Ohio; H A Manchester, Treas, Canfield,
Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio
Canal Dover Tuscarawas Co Fair Sept 29, 30 and
Oct 1, 2 H W Streb sec Delaware. Delaware Co Fair, Sept 15-18 E.A. Furniss, secy

Fremont Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec

Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Uederick, secy Greenville Darke county agl so Aug 24-28 J M Brown pres, F M Eidson treas, Jno P Lucas sec Hillsboro. Highland County Fair, July 21-24. S P Scott, pres't; H L Wiggins, sec'y.

Hicksville Hicksville Fair Sept 8-11 J M Ains worth pres, J R Coburn sec Huntington Sept 8-12 Kenton. Hardin Co Fair, Oct 6-9, A M Rice, Sec'y London Madison Co Fair Sept 8-11 E B Pan-cake sec Mansfield. Sept. 20-Oct 2 Newton Charles, secv.

Montpelier Montpelier union agl so Sept 22,25 Medina Medina county agl so Sept 8-10 F A Branch pies, A T Spitzer treas, Hiram Good-win sec

Mechanicsburg Central Ohio Fair Aug 4-7 F S Marysville Union Co Fair Sept 22-25 O E Lin-coln pres, J J Watts treas, E W Porter sec

Napoleon Fair Sept 15-18 J L Hal-New Lexington. The New Perry County Fair, Sept. 15-18. James E Curran, sec y. Norwalk. Licking Co Agricultural Society Fair, Aug 25-28 Ad C Seymour, secy

Orrville. The Great Central Ohio Fair, Oct 6-9 Proctor E Leas, secv Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, prest; A P Sandles, secy Pomeroy Rock Springs Fair Assn Sept 1-3 B F Knight pres, Edw L Keiser sec

Portsmouth Ohio valley agl so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec chwood Tricounty fair Oct 13-16 J E Robin-on sec

Sidney Shelby Co Fair Sept 22-25 J E Russell Salem. The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting

Annual July 3-4. Sandusky Sept 22-25 S C Prout pres, C B Wilcox treas, Jno T Mack sec Smithfield Jefferson county agl so fair Sept 23-25 A L Sutherland pres, J O Hayne sec pringfield Clark Co Fair Aug 25-28 Wm Jen-kins sec, Seth

W I Tenney sec

Coledo Sept 22-26 Troy Miami county fair Sept 28-30, Oct 1-2 Jrbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y Van Wert Sept 8-11

Wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy West Union. West Union Fair, Sept 8-11 T W Rillison, secy

Wapakoneta Auglaize Co Fair Sept 22-25 M J Crawford sec Zanesville Sept 8-11

### PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 21-25 W K Mohr, secy Burgettstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, prest; Wm Melvin, secy, South Burgettstown, Pa

Bethlehem Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Groman sec Carmichaels County Fair Oct 7, 8

Cochranton Cochranton Agl So Sept 16-18
Hug Smith pres, Jess Moore treas, John H
Adams see Agams sec Cambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease, treas.

artington. Sept. 8-10. S J Young, sec'y. Kultztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y Leighton Carbon county industrial so Sept 29-Oct 2 H Miller pres, V Schwarz treas, C W Bower sec Milton Milton driving park and fair assn Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain sec

Mercer Mercer central agl assn Sept 29-Oct 1 Jno P Orr sec

New Castle Lawrence county agl so Aug 25-28 A L Martin sec Parkers' Landing Parker agr assn Sept 8-11 G A Neidle sec Stroudsburg Monroe county agl so Sept 8-12 I H Shull pres, R B Keller treas, T C Brown sec

Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24
R J McClure, Pres't, Sandy Lake, Pa; R P
Cann Treas; J P Hines. Sec'y Washington Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Julius LeMoyne sec

### RHODE ISLAND.

Cranston Rhode Island state fair assn Sept 7-11 F H Perkins pres, E H Potter treas, W W Dex-

### TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldrige. Pres't: J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn Turfreesboro Rutherford county fair assn Oct 1-3 W R Jarratt sec, T W Cox treas, J C Cul-lum sec

### TEXAS

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, prest; L K Tarver, secy

on Texas Coast Fair Oct 27-31 R T ler pres, Joseph Lobit treas, F W Maley

Hill Co Fair Oct 28-30 Taylor Taylor Fair Assn May 6-8 Mrs J J Hayslip pres, A I McCarty sec Victoria Soutowest Texas Fair Oot 6-10 L.D. Heaton pres, D.H. Regan treas, L.N. Hofer sec

### VERMONT.

Barre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21 J Dunlop Smith, pres't; Herbert A Rugg, sec'y

Brandon, Brandon Fair Association Fair, Sept Fair Haven Western Vermont agl so Sept 22-25 Sept 22-55 E Bussey pres, H K Sheldon sec R C Reed treas

R C Reed treas

//oodstock. Windsor Co Agr Soc Fair, Sept 22-24

J B Montague, Pres't; H C Lockwood, Treas;

John S Eaton, See'y Asterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

### VIRGINIA.

Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field, sec'y. Richmond Virginia state agl and mech so Oct 13-16 J'S Watkins pres, W G Owens see Staunton Sept 8-11 G A Mowry pres, Heberker

### Suffolk Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WEST VIRGINIA. Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

### WISCONSIN.

Amherst Portage county agl so Sept 15-17 John Een sec

Antigo Langlade county agl so Sept 14-16 John McGrier sec Augusta Eau Claire county agl assn Sept 8-11
A G Cox sec Arcadia Arcadia Agl & D P assn Aug 25-28 FC Eichmond sec F C Eichmond sec

Ashland. Ashland Co Agricultural Society Fair,
Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y

Bloomington. Blakes Prairie Agricultural Society Fair, Sept 9-11 W H Glasier, secy Beaver Dam Dodge county agl so Sept 29-Oct 2 C W Harvey sec Boscobel Boscobel D P assn Sept 1-4 Jud P Walker sec

Black River Falls Jackson county agl so Sept 1-4 F F Oderbolz sec Baraboo Sauk county agl so Sept 29-Oct 2 J S Hall sec
Chilton Calumet county agl so Sept 7-9 L D
Dorschell sec Cedarburg, Ozaukee county agl so Oct 1-3 DE McGinley, sec Chetek. Barron Co Fair, Sept 9-11 Jos R-Cartwright, secy Chippewa Falls Northwestern Wis agl and ind assn Sept 14-19 Jesse R Sharp secy Durand Pepin county agl so Sept 23-25 JJ Morgan, sec Darlington, Aug 25-28. James Haskin, Pres't; David Schrieter, Treas; Geo F West, Sec'y

Dodgeville Iowa county agl so Aug 18-21 J M

Ellsworth Pierce county fair Sept 23-25 J C Denniston sec

Elkhorn Walworth county agl so Sept 29-Oct 2

S Mitchell sec nnimore Trotting Meeting Sept 23-25 Wm Rogers pres

Friendship Adams county agl so Sept 21-23 E Knight sec Galesville. Trempeleau County Agricultural Society. August 18-21 F. G. Davis, secy. Grantsburg. Burnett Co Agricultural Society Fair, Sept 9-11

Hortonville Outagamie county agl so Sept 22-25 H T Buck sec Hudson St Croix county agr so Sept 16-18 H F Dinsmore, sec

Jonesville. \$25,000 Trotting and Pacing Meeting, July 21-25 efferson Jefferson county agl so Sept 15-18 J L Kearney sec

Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, prest; TA Burr, secy

Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, prest; J B Chickering, treas; Geo Gallaway, secy Milwaukee; Wisconsin State Fair, Sept 21-26 T J Fleming, secy, Madison, Wis Merrillan Merillan D P & A assn Aug 25-28 A D Merrill sec

dovi Buffalo county agl so Aug 26-28 Alex Lees sec Mineral Point Southwestern Wisconsin fair Sept 8-11 W H Bennett sec

Mauston Juneau county agl so Sept 8-10 I C Baldwin see Manitowoc Manitowoc county agl so Sept 9-12 C H Sedgwick sec

fonroe Green county agl so Sept 2-5 R A Etter pres, Frank Smock sec eillsville Clark county agr so Sept 1-4 C M

Bradford see
Oshkosh. Oshkosh Fair Association Race Meeting, June 25-26 Fair and Exposition. Sept 9-12
John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.
Phillips. Price Co Agricultural Society Fair, Sept 17-19
John T Ruff, secy
Richland Center Richland county agl assn
Sept 29-Oct 2
J G Bunnell sec

Columbia county agl so Sept 15-17 Kenedy Scott sec ens Point Cen Wis Agl Mech & Scientific sn Aug 25-27 Geo E Oster sec St Croix Falls Polk county fair so Sept 23-25 Fred Hudson sec

Society Fair. Aug 25-28 S E Houghton, prest; A J Kellman, treas; F G Davis, secv ah Monroe county agl so Sept 22-24 M L Viroqua Vernon county agl so Sept 15 IS

Wautoma Waushara county agl so Sept 23-25 W Berray sec West Superior Douglas county agl so Sept 29-Oct 1 Jas S Bishop sec West Bend Washington county agl so Sept 26-28
Joseph Ott sec

Whitehall Trem county Ind Agl & D Passn West Salem Lacrosse county agl so Sept 29-Oct I OS Sisson sec Waukesha Waukesha county agl so Aug 25-25 G F H Barber sec

Wausau Marathon county agl so Sept 17-19 E B Thayer sec Whitehall Trempealeau county Ind Agl and D P assn Sept 1-4 F A George pres, E N Trowbridge treas, H H Scott sec

### CANADA.

London, Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, secy Vankleek Hill, Ont Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec

Stanstead, Que. Stanstead fair Aug 19-20 H E Channel sec Sherbrooke, Que Great Eastern Exhibition Aug 31-Sept 5 H R Fraser sec Goderich, Ont Great Northwestern Exhibition Sept 22-24 James Mitchell sec Almonte, Ont North Lanark agl so Sept 29-Oct 1 A Wilson pres, Jas Robertson treas, W P Mc-

Peterborough, Ont Central Exhibition Sept 21-23 Geo B Elliott pres, W J Green sec Belleville, Ont Bay of Quinte Dist Exhibition Sept 15.18 W N Ponton pres, J M Hurley sec

### **Expositions.**

Milwaukee, Wis. Sept 12-Oct 17 John F. Hansen, secretary and general manager ville, Tenn. 1896. Sept. 1 to Dec. 24. St. Louis Mo. 1896. Indefinite.
Baltimore, Md. 1896. Indefinite.
Dallas, Tex. 1896. Oct. 12 to Nov. 15.
Cleveland, O. Centennial Exposition commences, July 22. City of Mexico. International Exposition, Dedication as a National Exhibit, Apr. Opens as an International Exposition. Sept. 15. Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12 H J Hill, manager and secy Kittanning, Pa., Aug. 18 to 21
Ottumwa, Ia., (mile tract.) Aug. 18 to 21
Belton, Mo., Aug. 18 to 22
Alpena, Mich., Aug. 19 to 21
Galesburg, Ill., Aug. 24 to 29
Boston, Mass., (New Ingland Breeders) Aug. 25 Boston, Mass., (New Ingland) Pana, Ill, Aug. 25 to 28 Hedrick, Ia., Aug. 25 to 28 Wyoming, Ill, Aug. 25 to 28 Wyoming, Ill, Aug. 25 to 28 Fairfax, Ia., Aug. 25 to 28 Frankfort, Ind., Aug. 25 to 28 Frankfort, Ind., Aug. 25 to 28 Olathe, Kan., Aug. 25 to 29 Neweistle, Pa., Aug. 25 to 29 Tarentum, Pa., Aug. 25 to 29 Columbus Junction, Ia., Aug. 21 to 29 Columbus Junction, Ia., Aug. 21 to 29 Columbus Junction, Ia., Aug. 21 to 28 Columbus Junction, Ia Tarentum, Pa., Aug. 25 to 29
Columbus Junction, Ia., Aur., 25 to 29
Oskaloosa, Ia., Aur., 31 to Sept. 3
Omaha, Neb., (Strie Fair) Aur., 31 to Sept. 4
Lafayette, Ind., Aug., 31 to Sept. 4
Syracuse, N. Y., Aug., 31 to Sept. 4
Omnha, Neb., Aug., 31 to Sept. 4
Springfield, Mo., Aug., 31 to Sept. 4
Springfield, Mo., Aug., 31 to Sept. 5
Rockville, Nid., Sept., 1 to 4
Eldorado, Ia., Sept., 1 to 4
Eldor, Ia., Sept., 1 to 4
Waverly, N. J., Sept. 1 to 4
Vaverly, N. J., Sept. 1 to 4
Appleton. Wis., Sept. 1 to 4
Youngstown, O., Sept. 1 to 4
Tipton, Ia., Sept. 1 to 4
Tipton, Ia., Sept. 1 to 4
Tipton, Ia., Sept. 1 to 4
Tonda, Ia., Sept. 1 to 5
Concord, N. H., Sept. 1 to 5
Chanute, Kas., Sept. 1 to 5
Chanute, Kas., Sept. 1 to 5
Harietta, O., Sept. 2 to 4
Chilton, Wis., Sept. 7 to 11
Columbus, O., Sept. 7 to 11
Cawfordsville, Ind., Sept. 7 to 11
Wheeling, W. Va., Sept. 7 to 11
Nillisca, Ia., Sept. 8 to 11
Clevcland, O., (South Cleveland Driving Park)
iept. 8 to 11
Cascade, Ia., Sept. 8 to 11

ept. 8 to 11
Cascade, Ia , Sept. 8 to 11
Hillsboro, Ill., Sept. 8 to 11
Delavan, Ill., Sept. 8 to 11
Mount Vernon, Ill., Sept. 8 to 11
Medford, Mass., (Mystic Park) Sept. 8 to 11
Zanesville, O., Sept. 8 to 11
Zanesville, O., Sept. 8 to 11
Assn.) Sept. 8 to 12

July 4
Chicago, Ill., (Washington Perk) June 30 to July 4
Medford, Mass., (Hick's track) June 30 to July 4
Concord, N. H., June 30 to July 4
Cambridge City, Ind., June 30 to July 4
Anaconda, Mont., June 30 to July 18
Peoria, Ill., July 1 to 4
Hamilton, Ont., July 1 to 4
Sioux City, 1a, July 1 to 4
Bloomington, Ill., July 1 to 4
Oshkosh, Wis., July 1 to 4
Johnstown, Pa., July 1 to 4
St. Marys, Pa., July 1 to 4
St. Marys, Pa., July 2 to 4
Youngstown, O., July 2 to 4
Oskaloosa, Ia., July 2 to 4
Ottunwa, Ia, (mile track) July 4
Canton, O., July 2 to 4
Cunton, O., July 2 to 4
Chill, July 10 10
Elk Point, S. D., July 3 to 4
Altou, Ill., July 4 to 7
Grand Rapids, Mich., July 6 to 10
Joliet, Ill., (Ingall's Park) July 6 to 10
Windsor, Ont., July 6 to 11
Davenport, Ia., July 7 to 10
Elkhart, Ind., July 7 to 10
Cleveland, Jll., July 7 to 10
Mendota, Ill., July 7 to 10 Rocnester, Minn., (S. Minn. Fai 8 to 12 Somerville, N. J., Sept. 8 to 12 Iola, Kan., Sept. 8 to 12 Greensburg, Pa., Sept. 8 to 12 Melan, Mo., Sept. 9 to 12 Seymour, Wis., Sept. 10 to 12 Sioux City, Ia., Sept. 11 to 19 Detroit, Mich., (Detroit Driving to 10 Durlington, Kan., Sept. 14 to 18

10 19
Eurlington, Kan., Sept. 14 to 18
Sandwich, Ill., Sept. 14 to 18
Oshkosh, Wis., Sept. 14 to 18
Evansville, Ind., Sept. 14 to 18
Evansville, Ind., Sept. 14 to 18
Warren, Ill., Sept. 14 to 18
Indianapolis, Ind., Sept. 15 to 17
Avon, Ill., Sept. 17 to 19
Greenville, Pa., Sept. 15 to 17
Avon, Ill., Sept. 17 to 18
New London, Wis., Sept. 15 to 18
Reading, Pa., Sept. 15 to 18
Reading, Pa., Sept. 15 to 18
Easton, Md., Sept. 15 to 18
Holstein, Ia., Sept. 15 to 18
Indiana, Pa., Sept. 15 to 18
Indiana, Pa., Sept. 15 to 19
Washington, Pa., Sept. 15 to 19
Orange City, Ia., Sept. 16 to 18
Lancaster, Wis., Sept., 16 to 18
Lancaster, Wis., Sept., 16 to 18
Lancaster, Wis., Sept. 10 to 19
Terre Haute, Ind., Sept. 21 to 25
Toledo, O., Sept 21 to 25
Dryden, N. Y., Sept. 22 to 24
Taunton, Mass., Sept. 22 to 24
Taunton, Mass., Sept. 22 to 24
Cleveland, O., (Cleveland Driving Park) Sept. 21 to 25
Chaorin Falls O. Sept. 22 to 25

Detroit, Mich., (Detroit Driving Club) July 18
to 25
Butte, Mont., July 20 to Aug. 15
Aylmer, Ont., July 21 to 23
Roodhouse, Ill., July 21 to 24
Circleville, O., July 21 to 24
Ottawa, Ill., (Illinois Valley Circuit) July 21 to 24
Joliet, Ill., (Riverside Park) July 21 to 24
Streator, Ill., July 21 to 25
Atchison, Kan., July 22 to 25
Atchison, Kan., July 71 to 30
Coldwater, Mich., July 72 to 30
Brantford, Ont., July 28 to 29
La Salle, Ill., July 28 to 31
Quincy, Ill., July 28 to 31
Quincy, Ill., July 28 to 31
Cleveland, O., (Cleveland Driving Park) July 27
to Aug. 1
Columbus O. Aug. 2 to 7 Cleveland, O., (Cleveland Drivit 22 to 25 Chagrin Falls, O., Sept. 22 to 25 Rochester, N. H., Sept. 22 to 25 Centerville, Mich., Sept. 22 to 25 Wapakoneta, O., Sept. 22 to 25 Wapakoneta, O., Sept. 22 to 25 Carrolton, O., Sept. 22 to 25 Lenox, Ia., Sept. 22 to 25 Minneol., L. I., Sept. 22 to 26 Ottawa, Kan., Sept. 22 to 26 Beaver, Pa., Sept. 22 to 26 Ottawa, Kan., Sept. 22 to 26 Beaver, Pa., Sept. 22 to 26 Waynesburg, Pa., Sept. 22 to 26 Fennimore, Wis., Sept. 23 to 25 Boston, Mass., (New England Bre Columbus, O., Gue, Aug. 3 to 7
Rainbridge, Ind., Aug. 3 to 8
Concord, N. H., Aug. 3 to 8
Wingham, Ont., Aug. 4 to 6
Cleveland, O., (South Cleveland Driving Park) 28 to Oct. 3 Springfield, Ill., Sept. 28 to Oct. Louisville, Ky., Sept. 28 to Oct. Louisville, Ky., Sept. 20 to Oct. 2 Carrolton, O., Sept. 29 to Oct. 2 Chillicothe, Mo., Sept. 29 to Oct. 2 Akron, O., Sept. 29 to Oct. 2 Warren. O., Sept. 29 to Oct. 2 Akron, O., Sept. 29 to Oct. 2
Warren, O., Sept. 29 to Oct. 2
Trenton, N. J., Sept. 29 to Oct. 2
Millersburg, O., Sept. 29 to Oct. 2
Paola, Kan., Sept. 29 to Oct. 2
Paola, Kan., Sept. 29 to Oct. 2
Burgettown, Pa., Sept. 29 to Oct. 3
Uniontown, Pa., Sept. 29 to Oct. 3
Uniontown, Pa., Sept. 29 to Oct. 3
Concord, N. H., Oct. 1 to 3
Concord, N. H., Oct. 5 to 10
Mound City, Kan., Oct. 6 to 9
Cleveland, O., (South Cleveland Driving Park)
etc. 6 to 9

# Conventions, etc.

Boston, Mass. World's Food Fair. Oct 5-Nov 9. Keokuk, Iowa Fourth of July Celebration St. Paul, Minn. G. A. R. Reunion, Sept. 2-5. St. Louis, Mo. National Republican Convention, June 16. Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5 Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y. Santa Cruz. Cal. Water Carnival, June. Minneapolis, Minn. American Philatelic Association, Aug.

Minneapolis, Minn. American Philatelic Asso-ciation, Aug.

New London, Conn. Celebration of New Lon-don's zoth Anniversary, May 6-7.

Johnstown, Pa. Firemen's State Convention, October, 1896.

Pittsburgh, Pa. National Prohibition Conven-tion, May 27.

Lockport, N. Y. Firemen's State Convention, August

Lockport, N. Y. Firemen's State Convention, August
Buffalo, N. Y. National Educational Association Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G.A. R., April 21.
Council Bluffs, Ia. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.
Milwaukee, Wis. National Republican League Convention in August.
Chicago, Ill. National Democratic Convention, July 7.
Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.

Pittsburg National Convention Brotherhood of St. Andrew, October 15-17. Richmond, Va. United Confederate Veterans Reunion, June 30, July 2
St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20, Philadelphia, Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y, Boston, Mass. Bench Show New England Kennel Club, April 20-23.
Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.
Minneapolis, Minn. Philatelic Sons of America August

August
August
Cedar Rapids, Ia. State Bicycle Meet, July 3 & 4
Cincinnati, O., June 16. Grand Lodge B P O E
Louisville, Ky. LAW Meet

### BOLTED. Canadian Bill Posters Organize.

A large and enthusiastic meeting of Canadian bill posters was held at the Tecumseth House London, Ont., April ard, and the outcome of the convention was the formation of the Canadian Bill Posters Association. The members openly repredicted the A. B. P. A., and the organization is a strictly independent one. The following officers were elected viz.: President, Jos. Firstbrook, of the Price Advertising Co., of Toronto; Secretary, W. W. Scane, Chatham, Ont.; Treasurer, Walter Stocker, Peterboro; Executive Committee, D. C. Benjamin, Windsor; J. Hoar, Woodstock; C. F. Eccleston, St. Catherines.

The schedule of prices adopted is as follows, viz.:

1,000 to 15,000 population, 3c, 30 days. 15,000 to 50,000 population, 3c, 15 days, 4c, 30 days.

Over 50,000, 3c a week, or 6c, 30 days. All work to be protected and renewed. The official organ of the new association is "The Bill Poster" a pretty little publication of sixteen pages, well printed and ably edited. Pity its title is stolen. Change it, gentlemen, change it. The Bill Poster is published in London, England, and there only.

# The Great **Hanner Balloon Company**

**Special Attractions** and Features for Fairs.

Balloon Ascensions. Parachute Drops,

Tight Rope Performance.

Trapeze Performances, Slide for Life. Bicycle Acts,

Roman Races.

Tower Dive. Chariot Races,

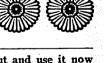
Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.

Our artists are the champions in their respective lines and are featured with special posters and lithographs, which we furnish. Address,

> C. E. HANNER, Manager, CINCINNATI. O.







Is the Cash Value of this coupon. Cut it out and use it now This offer is void after June 1st, 1896. To subscribe separately for BILLBOARD ADVERTISING and Business costs \$3.00. The publishers of BILLBOARD ADVERTISING offer those who use this coupon both publications, one year, for One Dollar and Twenty- five Cents. Use this blank:

Gentlemen-	tising Co., 127 E. ( Enclosed please de Business" to m	find \$1.25.	for which send	"Billboard
Name,				
Town,				
County,		State,_		
No.	St	· · · · · · · · · · · · · · · · · · ·	_P. O	

A Poster for

Bicycle Dealers.

A Poster that

Sells Bicycles. NO SO SO SO SO SO SO SO



**Bright and Beautiful** in Colors.

Send to Cents for a Sample. Address

The Enquirer Job Printing Company,

416 E. Eighth St., Cincinnati, O.

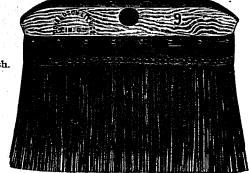
# BILL POSTERS' PASTE BRUSHES.

# The "Nonpareil"

No good brush is cheaper than this brush

### PRICES.

- \$2.25 Each 8 Inch. \$2.75 83.00



The "Unexcelled"

No good brush is better than this brush

### PRICES.

8 3	Inch,	-	82.75	Each
9	••	-	83.00	- 66
10	"	-	<b>\$3 25</b>	46

### THE DONALDSON LITHOGRAPHING CO. CINCINNATI. OHIO.

1000 Circulars, size 9x12 or smaller
Mailed in ten days for \$1. 100, 10c. silver.
Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address J. T. LUMPKINS, NEVA, VA.

Do you collect Art Posters?

See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year.

Send to cents for sample copy.
WHLL M. CLEMENS, Publisher,
P. O Box 1716, New York.

The Price is not to be considered when you consider locations and service. Send work to

PASSAIC ADVERTISING CO.

Control boards in Passaic, 20,000, Rutherford, 7,000, Garfield, 2,000. Contract for Patterson, 100,000. Distribute also for Passaic and Bergen Counties. Passaic, N. J M. C. Whitehead, Mgr

500 Fresh Gummed Addresses of Agents and others, all over the U.S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address

J T. LUMPKINS, NEVA, VA.

MATTAPAN, BOSTON, MASS.

DAN'L L. CUSHING, 108 River st.

Send for the Ad-age, Boston. It has 25 Prize Ads in each issue. 10c a year.

### 1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS,

Best Boards. Best Stock. Best Workmen A. B. WHITE, Mgr. and Treas. Office, 45 Cohannett St., Taunton, Mass.

JANESVILLE, Population 14,000.

Members INTER-STATE Bill Posters' Association and International

BILL POSTING. DISTRIBUTING.

10,000 FEET OF BILLBOARDS: CIRCUIT, 25 TOWNS.

GENERAL ADVERTISING.

E. DOCKSTADER, Manager.

Office, No. 4 S. Jackson Street. JANESVILLE. WIS.

# The Bill Poster''

The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St.,

## THE PETCHER TRI-CITY CO.

■ BILL POSTERS.■

WEST SUPERIOR, WIS.

South Superior-East Superior-West Superior-"THE BIG THREE."

We own 2000 running feet of ship shape coped boards.

REFERENCES—R. J. Vermys, Manager Grand Opera House; W. H. Slack, Cashier First National Bank; John S Hadley, Capitalist and Banker; Fulton & Fulton, Druggists, and one hundred others. Population, 25,000 Price, 6 cents, 30 days.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD, Editor and Publisher

3 School Street, BOSTON MASS.

ESTABLISHED 1802.

The OREGON Circular Mailing,

Advertising and Distributing Agency.

L. W. ROBBINS, Manager. Lock Box 50. Central Point, Oregon.

ELGIN, ILL. Population 25,000

**ELGIN BILL POSTING** Advertising & Distributing Co.

FRED W. JENCKS, Prop'r.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

# Saratoga City Bill Posters

We own and control all Bill Boards

Commercial Posting and Distributing a specialty. For particulars address

### FRANK K. EDDY, Manager.

Will write 3 ads for \$1, and give electro of an ontline cut with each to ANY PRINTER sending facts and cash (one dollar), before June 10, '96.
R. L. CURRAN, Ad Writer, 1517, 150 Nassau St., New York.

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

P. F. SCHAFFER.

Manager.

Work for the following Theatres: Auditorium, McVickers, Grand, Havlins, Marlowe, Columbia, Schiller,

Haymarket.

Increasing Facilities Daily.

Distributors and

General

Estimates cheerfully furnished.

MAY, 1896.

Efficient and Prompt Service at all times

Leading Theatres are our clients.

We have assumed absolute control of Illinois Central R. R. Bill Posting. The Greatest Suburban Road in the

Advertisers.

Nos. 395-397 WEST HARRISON STREET.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

~0~0~0~0~0~0~0~0~0~0~



# CHAS. BARTSCH & CO.

MINNEAPOLIS and ST PAUL,

Office, 1033 25th Ave., Minneapolis, (8th and Central Car).

Long-Distance Telephone No. 1751.

### References.

Lyman Riiel Drug Co.
Voegli Drug Co.
Gamble & Ludwig, Drugs.
J. H. Sandberg, Drugs.
T. K. Gray, Drugs.
F. M. Fairbanks.
Northern Pacific R. R.
Beaufort Hotel.
Rlastic Starch.
Syrup of Figs.
Warner's. Wickapoo, White Navy Tobacco, Yeast Wafers. And 1000 others. G. A. R. and K. P.



Tin and Card Sign TACKERS.

Circulars, Pamphlets, Dodgers, and all kinds of ADVERTISING Matter will receive prompt and careful attention.

8....men....8

3.. TEAMS .. 3

Reliable Service

**Equitable Rates.** 

MINNEAPOLIS .... AND .... ST. PAUL.



We are handling, the bulk of which started on the Boards through our firm:

FRANCO-AMERICAN SOUPS . . . . . VIRGIN LEAF TOBACCO . . . . . . . . . BEARDSLEY'S CODFISH . . . SCRIBNER'S MAGAZINE . . . . . PETTIJOHN'S BREAKFAST FOOD . . ENAMELINE STOVE POLISH . . . . 

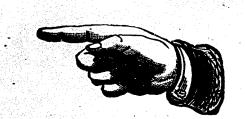
BANNER SOAP POWDER . . . . . . . 

AUNT JEMIMA'S PANCAKE FLOUR . SWEET CLOVER CONDENSED MILK . ARMOUR PACKING CO. . . . . . .

NUDAVENE OATS . . . . .

FISCHER'S BALL BLUE . . . . . . .





ADAMS' TUTTI FRUTTI CHEWING GUM QUAKER BUCKWHEAT . . . . . . . PARSONS' HOUSEHOLD AMMONIA . . CALIFORNIA FIG SYRUP . . . . . . B. M. COWPERTHWAIT & CO. . . . . 

OUAKER OATS . . . . . . . .

FAULTLESS CHIPS CHEWING GUM . . . JOHANN HOFF MALT EXTRACT . SMITH'S BILE BEANS . . . . . RUNKEL'S COCOA, &c., &c. . . . . . .

TO THE BILL POSTER we would say: Good Service means more paper from each customer, and more new customers. TO THE ADVERTISER we beg to suggest: Write one, a half-dozen or all of the above firms; the majority are old customers, a few new ones. Ask them why they do business through our firm. We have greater faith in securing new business through what our old customers say of us than in any argument we would present on our own behalf. Respectfully submitted,

Office, 113 Broadway,



Out-door Display Advertising throughout the United States.

### THE DONALDSON GUIDE

MAY, 1896.

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of

It gives the population of the town. It gives the population of the county. It gives the name of the bill poster. It gives his street address. It gives the name of the distributer. It gives his street address. It gives the name of the opera house. It gives the name of the local manager. rives the names of the halls. It gives the names of the names.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics

t gives the names of the dramatic cor It gives the name of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10½, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher,

the showman's encyclopedia and the International Professional YOUR NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distri-buters and show printers to pat-ronize the advertising columns, AN AD

and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and dis-

and described. Let the advertiser know its resources and the sources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to £1.75, or an

umn comes to \$1.75, or an inch to \$3.50.

REMEMBER, that the DONALDSON

GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give

it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

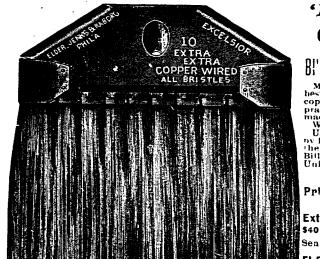
The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who neel it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to cauvas for subscriptions or advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

W. H. DONALDSON. Cincinnati, Ohio.



ARE YOU ONE OF THEM? IMAULT & WIBORG ( CINCINNATIE NEW YORKS CHICAGO

# ELDER, JENKS & RABORG



'Excelsior' Circus Paste

---AND---B!' L POSTERS' BRUSHES

Made of Hard Wood head, hest long Russian Bristles, copper wired. The most practical and reliable brush

wide.
Will not come apart.
Used and recommended by Barnum Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada,

Size y inch. Price \$30.00 per doz. \$3.25 Each Extra Extra for Circuses. \$40 00 per Doz. \$4 00 Each. Seat C. O. D. to all parts of LDER, JENKS & RABORG

AANUFACTURERS OF

INKS

PRINTING AND

LITHOGRAPHING

127, N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS 66 - 68

JOHN STREET, BROOKLYN, N. Y.

CHEW GOOD TOBACCO. SHAKESPEARE PLUG TOBACCO CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good Sent by mail in neat paper boxes, 1 lb., \$1,00; ½ lb., 500; ¼ lb., 250

IT'S AN BLEGANT CHEW. FALLS CITY TOBACCO WORKS.

### Let's Get Acquainted?

Send for our Specimen Book; that will introduce about our CHINESE BLACK

"Just for fun, you know—not business—for, of course, you are 'perfectly suited' and would not change your ink for your father."
Yes, we know; sounds natural.

# Eagle Printing Ink & Color Works

148-152 Monroe Street, bica go.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper

# Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of adver-

Enables you to profit by the experiences-and adopt the methods of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable

Instructs you - and exemplifieshow to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about me diums, tending to aid you in selecting profitable ones to advertise in

Subscription price Now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York

When you write, mention Billboard Advertising

DEAFNESS GURED Impre'd TUBYLAR FAR CUSHIE AS Conversation and Music hearth. Com-if-Adjanting and theorem. Sucre-stati her Remedies Patt. Soil posty by renall other Remedies Pall. Sold Call by Tork. R SCOX, SEE Broadway, Cor. 14th, New York. ALLor WRITE for ILLUS." D BOOK of PROCES, FREE, NO AGEST



Young Men

We **Employ** 

Young Ladies employed on the

If boys or girls apply they must be well recompended. Write for particulars. ACME CYCLE COMPANY. ELKHART, IND.

Fr. Worth. Tex., Oct 10, 1895.

Acme Cycle Co., Elkhart, Ind

DEAR SHRS:—My Acme Light Roadsterarrived yesterday morning and not only myself but everyone that has seen it pronounces it a strictly first-class wheel and a beauty. I am very welf pleased with the same, and will do all I can to get a great many more to buy your wheel.

Yours truly,

C. H. CHEATHAM.

ALLIANCE, OHIO, Oct. 12, 1895.

dcme Cycle Co.. Elkhart, Ind.

DEAR SIRS:—Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who did his best to sell me a wheel, and he said after taking a short ride on it that it was a fine wheel; and I know if the material is as good as the finish I will Lever regret my bargain.

Yours traly,

SETH BARTON.

WE HAVE NO ACENTS

ADVERTISE YOUR

# FAIR ATTRACTIONS

"BILLBOARD ADVERTISING."

WANTED.—Advertisements for LeSueur County Agricultural Society Premium List Two thousand books mailed direct to farmers and stock men. Pages 5x8 in. Prices: \$5.00 per page, \$3.00 for a half-page. Copy to reach the secretary by May 20. Books mailed lune:

A. W. GRIMES, Sec'y, La Sueur, Minn

A Great Fair Attraction.

hippodrome and Wild West.

Congress of Fancy and Rough Riders and Crack Shots.

> G. P. KEMP. Managing Proprietor, nent Address, EL PASO, ILL.

PER YEAR

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make ROANOKE SOAP CO.

### POST THIS IN YOUR HAT! THAT THE PUBLISHERS' GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, \$50 per year. Sample Copy mailed on application—address PUBLISHERS' GUIDE,

American Tract Soc. Bldg., New York City Monadnock Building, Chicago, Ill. s: Exchange, St. Paul, Minn. Excelsior Building, Pittsburgh, Pa.

### Do You Want a "Good Thing"?

On account of failing health of present manager, \$400 will buy best bill poster business in the country and in best town of about 10,000. In creasing rapidly. Fight railroad outlets, two more to come. One of the handsomest \$50,000 Opera Houses in the State. About forty shows season. Commercial work pays good living, and increasing annually. Great opening for sign writer and painter. Investigate this at once. Full information write to

Full information, write to

Fick Ain & GURLEY,

Real Estate & General Brokers, Greenville, Tex



# Bicycle Dealers!

YOU OUGHT TO SEE IT!

We want a word with you. \* \* \* \* \* \* We have just issued a Comic One-sheet Poster which you can use to advantage in advertising your wares or soliciting repairs. 🥦 🥦 You ought to see it. 🥦 अ We will send you a sample for two two-cent stamps. Address.

Hennegan & Co. Cincinnati.

# Lyceum Bureau

"THE YOUNG RELIABLE."

This bureau books first-class concert, lecture and amusement attractions on percentage, salary or guarantee. Members of other bureaus are requested to send circulars of their attractions.

Please send me printed matter of anything regard to the amusement business.

Circus and Wild West Shows booked, and ots for Fire-works, etc., to rent. Distributing of every kind of matter.

All forms of Typewriting and Stenography Send your copies on and apply for rates, as I am also an assistant court reporter.

If you want to know anything about the amusement business in Detroit write me.

JOHN C. YOUNG, Jr. 95 Pitcher St., DETROIT. MICH.

### The Elks

Convention will be held in Cincinnati July 7th, 8th and 9th. A large crowd is expected. Make arrangements now for

## DISTRIBUTING.

W. H. STEINBRENNER.

Finest Breed, with long silky fur, flowing mane, big flat bushy tails, large, handsome eyes, finely formed and very intelligent. Fluffy as puff balls, and possessed with a sweet disposition that makes them irresistable Price \$5 and upward. Circular free.

S. R. SPENCER, 162-164 Vine St., Cincinnati.



MAY, 1896.

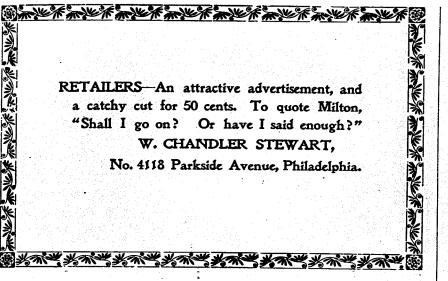
NOTICE. - Bill Posters, Advertisers, Distributors, Circus Managers, Advertising Agents and Show Printers throughout the United States and Canada:

A meeting of the Inter-state Bill Posters' Protective Association is to be held in the Club Rooms of the Leland Hotel, Chicago, Ills., July 22, 23 and 24. Full particulars will be given in the next and following issue of "Billboard Advertising."

CLARENCE E. RUNEY, Sec'y.

P. F. SCHAEFER, President.





City Bill Poster, Advertising Sign Contractor and Distributor,

Circuit, 17 Towns.
nded member Inter-state Bill Posters' Protective Association.

Any and all kinds of advertising done on honor. Fourteen hundred and ten square feet of boards, and will furnish more. Will refer to any bank in this city. Axtell's Bank and Harvard Bank. Boards used only for commercial work. Am 57 years of age, and a veteran of late war.

Justice of Peace and Notary Public

# Bill Posters!



You who have posted "Big Four' on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCormick,

Passenger Traffic Manager.

D. B. MARTIN, General Pussenger and Tkt. Agt



Fairs, Railroad Excursions, Bicycle Dealers.

We have just completed a splendid series of posters suitable for advertising the above lines. They are all original in design, and beautifully executed and finished. Write for our Catalogue and Price List.

The Donaldson Litho. Co.

CINCINNATI.



### BOISE CITY. IDAHO. POPULATION, 8,000.

# The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS,

rth Miner Street, FT WAYNE, IND. W. H CASE, Manager.

Prompt Service by Reliable Men.

W ESTERN BUSINESS is what I most particularly desire. I'm western—so are my best ads. Good ads—western ads—for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A M. CHURCH,

Bassett, Neb.

Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see.
W. L. ROBERTSON,

# B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

No Office Complete Without It.

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING. and incidentally upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office Mail Bag, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices: Business Literature, or reviews of new books : ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers The supplement, PRACTICAL Ac-

COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

# SPAULDING & GORDON,

# City Bill Posters \* Distributors.

of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

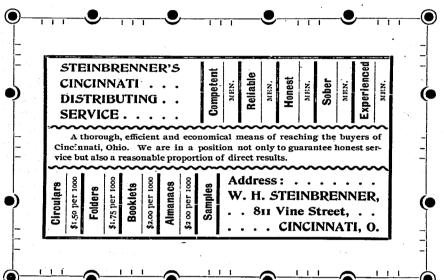
The city is booming. Send on your paper. References furnished.

# ロックロクロクログログログログログログログログロ

That's what make business a success - the more oush, the greater the success—IF the push is in the

PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free

PUSH PUBLISHING CO., Springfield, O.





### MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKING, DISTRIBUTING. J. S. CRAIG. 319 LEXINGTON AVENUE,

HASTINGS, NEB.

J. T. ELMORE & CO. BILL POSTERS.

76 MADISON ST.

CHCAGO.

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

# It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose

BILLBOARD ADVERTISING, Cincinnati, O.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise. Block Streamers and Stock Letters. Office, Donaldson Litho. Building,

CINCINNATI, O.

### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application. A E. Bentley, GUTHRIE, OKLA.

# $R \cdot I \cdot P \cdot A \cdot N \cdot S$ The modern standard Family Medicine: Cures the common every-day ills of humanity.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. Woodworth, Mgr. FORT WAYNE, IND



# ~ Inter-State Bill Posters' Protective Association.~

With their Prices, Facilities, &c. Corrected Monthly.

BILLBOARD ADVERTISING.

LIST OF MEMBERS OF THE

Town.	STATE	Member.	LATION.	Prices Listed, Protect'o and Renew'o	1		ndle the	e	Town.	STAT	e Member	TION,	Lis Pro	ices sted, lect'd nd ew'd	Ca		ndle owin	The state of the state of
			POPULATI	30 days.	24 sh'ts.	Ssheets	3 sheets	1 sheets			MEMBER,	POPULAT	30 days.	15 days.	24 sh'ts	8 sheets	3 sheets	1 sheets
AltonAurora	Ilis.	Temple Bill Posting Co	17,000 25.000	5c 3½6	15 25	25		500	Albert Lea Brainerd	Minn	J. A. Fuller	4,800	3C		6	10	25	<b> </b>
Belleville Bloomington	44	L. E. Tiemann Chas: E. Perry	20,000	5C 3C	40	35 20	. 20 8	200 300	Austin		P. H. Zenders & Son	8,500 6,000	4C 4C	3C 3C	12 6	20	25 30	100
Cairo	11	H. F. Malinski	20,000	5C 31/20	25	40	228 3 50 2	220	Faribault Henderson	14	lacob Fink	2 600	4C	3C	15		50	200
Carlinville Carrollton		A. J. Turner W. D. Moore	5.000	4C 3C	10	33 16	25 2	200	Mapleton Northfield	**	E. B. Haney C. H. Brown			3e 3e	4	8	10 10	
Centralia Champaign	44	Reinhardt & Moore	3,500 8,000	4c 3c 3c 3c 4c 3c 5c 3½c	3 10	10 25 20	50 1	001	Owatona	••	Morehouse Pros	. 6,000		3C 3C	12 10			100
Charleston		Seldon L. Nye J. A. Parker	7,000	5c 3½c 4c 3c	12 15	20 25		100	Prarie Du Sac Reedsburg	**							25 	100
Chicago Chicago	"	Chicago Bill Posting Co	I,500,000	12C 9C			1000 100	000	Sauk City		· · · · · · · · · · · · · · · · · · ·							
Clinton Danvillle	1 11	Arthurs & Savely	5,000	12C 9C	300	400 25	75 2	200	Red Wing Rochester		Wm. M Cline	0.000	4C	3e . 3e	12 10	16		160
East St. Louis		P. G Stout Sign and Bill Post'g Co.	31,000	4c 4c 5c 3½c 9c 6c	25 40	40	300 5	00	St. Peter Stillwater	::	Henry J. Ludcke. Ir	5,000	4C 4C 5C	3c 3½c	16	25 18		200
Effingham Elgin	**	Warren & Austin	5,000 25,000	4C 3C	5	75 8	20 1	oc	Waseca	"	Mrs. V. C. Seward	2 500	50 30	3½¢	12	20 16	50 25	
Farmer City	**	W. S Young	2,000	6c 4c 3c 3c	40	30 8		00	Wells Winona		J. S. Owens	2,000	3c 3c 6c	3C 4C	4	6	. 15	25
Flora Freeport	- 46	Edwin B. Lewis Richard Wahler	3,000 15.000	3c 3c 3c 3c 5c 3½c	2 10	5 20		00	Burlington	To					25	40	75	300
Galesburg Geneseo	<b>"</b>	O. J. Johnson	20,500	OC 4C	42	30	100 2	00	Davenport	Iowa.	Chamberlin, Barhydt & Co	. 26,500 40,000	6c 8c	4c 6c	25 14	35 20	50 50	
Harvard		L. P. Card	2,500	4° 3° 3°	4 5	10		00	Fort Madison Keokuk		Chas. H. Salisbury A. A. Bland & Son	.1 12.0001	5c 6c	3½c	15	25 30	- 100	200
Henry Hoopeston	46	Fred S. SchaeferR. H. Levin	3,000	3c 3c 3c 3c 3c 3c 5c 3½c	7	25 8	50 2	00 50	Evansville	Ind.				4C	20			
Jacksonville Joliet	"	Geo. W. Starks & Son DeLong & Biederman	15.000	5c 3½c	15	25	100 3	00	Fort Wayne	• ••	F. M. Groves Ft. Wayne City Bill Posting Co	. 75,000 50,000	90 70	6e 5e	30 25	100 50	300	
Kankakee	**	Geo. A. Webler	30,000 10,000	6c 4c 5c 3½c	15 12	25 25 25 8		00	Indianapolis	**	Empire Bill Posting Co	150 000	12C 4C	. 9C	50 15	100	250	1000
Kansas La Salle		Gill & Propst D. F. Cline Bill Posting Co	1,800	30 30 50 3½0	4		25	75 00	Princeton	**	O. M. Tichenor	S.000	4C	3C	10	25 25	50 75	
Lincoln Marshall	- 44	Chas. C. Maxwell	10.587	5C 3%C	20	25 40	100 3	00	Shelbyville	**	Grand M. Carr	8.000	4C 4C	3C	_ 6	10 20	20 100	150
Mattoon		Chas. Hogue	3,000	3c 3c 5c 3½c	20	12 32		00	Vincennes	**	J. M. Dishon Ellis N. Sparrow	40,000	7C	5C	100	200	500	2000
Morris Mt. Vernon	••	Billy Floyd	4,000 7,000	30 30 40 30	2	5	10	50	Wabash	11	Henry Herli	12,000	5¢	3½c	10	20 IO	40 25	150 150•
Murphysboro Neoga	**	J. J. Friedman Simpson & Abercombie	10,000	3c 3c	2	5 8	25 10	75 50	Fort Scott	Kas.	Ft. Scott Bill Posting Co	TE 000	5c	31∕2e	10	25	75	1 200
Oak Park		Western Bill Posting Co	1.200 50,000	3c 3c 8c 6c	4 20		25 200 50	50 75 00	Leavenworth Topeka	••	L. M. Crawtord	L OE OWN	6c	4C	25	50	100	500
Ottawa Pana		F. A. Sherwood	12,000 7,000	5C 4C	12	32 20	50 20	00	Wichita		L. M. Crowford. L. M. Crawford	40 000	6c	4C	25 25	50 50	100	1000
Paris Peoria	**	L. A. G. Schoaff	6,000	4C 3C	12 15	25 25		00	Ottawa		D. R. Whipple	8,000	4C	3C	25 12	20	. 30	
Peru	"	Chamberlain- Barhydt & Co Bernhart Steil	62,000 9,000	9c 6c 4c 3c	100		300 50	50	Chattanooga	Tenn	Stoops Bill Posting-Co	50,000	3C	3c	100	200	300	1000
Petersburg Rock Island	• • •	J. C. Bishop	4,000	30 30 80 60	ř	12	15 10	00	Charleston	s. c.	W. T. Keogh	55,000	8c	6c	20	32	200	500
Springfield Tolona	**	Horn Bill Posting Co	30,000	6c 4c	20 20			00	San Francisco	Cal.	Siebe & Green	一、色色色色 计图像系统	12C	9c	500 1		1500	
Urbana		A. H. Smith Selden L. Nye	1,200 5,000	3C 3C	4	S 10		50	New York	N. Y.	O. J. Gude Co	(1) [1] [1] [1] [1] [1] [1] [1] [1] [1] [1]					1300	2500
Vandalia Watseka		J. M. Enck	3,000	3C 3C	- 5	9	15	75			Harry Munson	使用的 医自体吸收			2000	1000	5000	9000
Waukegan		G. Runey & Son (18 cities)	3.500 12,000	30 30 30 30 50 3½0	20	32	15 10 200 30	75    00	<b>i</b>	- 44	Sam W. Hoke C. S. Houghtaling	ara Tanan		• -	-		- T - 1 - 1 - 1 - 1	•••••
***************************************			***** ******						Troy New Orleans		Mrs. M. E Dundon	75,000	9C	5C	50	50	150	500
Appleton Baraboo	Wis.	Appleton Bill Posting Co Sauk Co. Bill Posting Co	12,500	5° 3½°		18	35 20				Albert Weber	300,000	12C	9C	100	200	300	2000
Burlington Centralia	. !	Stang Bros	7,000 3,600	40 30 30 30 40 30	12 S	20 12		57	St. Louis St. Joe	Mo	Huiest-Stout Sign Co L. M. Crawford	65,000	Sc.	9C 6C	50	250 75		10000
Darlington		See Grand Rapids, Wis	5,000 5,000	40 30 40 30	4 25	10 50	15	50	Dexter	46	S. E. Mo. Bill Posting & Dist'g Co.	45 Towns		.				2000
Elkhorn	10	Carl Stussy	25,000	6c 4c	25	40	75 39	00	Menominee	Mich.	John B. Hebert	20,000	5C	3½c	10	15	20	100
• Fon du Lac	*	F. P. Black	1,900 2,000	3c 3c	4	6 10	15 10	50	Saginaw E. S		Geo. F. Neithercott	50,000	5c Se	6c	50	100	400	1000
Grand Rapids	44	P. B. Haber A. W. Rumsey	15,000	3c 3c 3c 3c 5c 3½c 4c 3c	25 4	35 10	70 2:	25 50	Boise City	Idaho.	Spaulding & Gordon	8,000		4C	14	18	100	250
Green Bay Janesville	**	J. H. Mallory Spencer Bill Posting Co	18,000	50 3 %c	12	30	50 50	00	Ardmore	Ind T.	W. R Burnitt	6,500	4e	3C	20	30	50	100
Kaukauna Lacrosse	- 1	Jonn D. Lawe		50 3½0 40 30	15	10	25 20	00	Texarkana	Ark.	Jas. Doyle	16,000	4C	зе	10	20		
Marinette	- 44	Aug. Erickson & Co	28,000	fici ac i	40 10	60	150 50 25 20	00	Marion	Ohio.	Marion Advertising Co				-	J.	50	100
Marshfield Menasha		Sexton BrosSee Neenah, Wis	5.000	4c 3c 5c 3½c	4	15	25	73	Springfield		BOTOOM & CO	12,000 35,000	5c 6c	3½c	15	25 15	60 25	200 500
Menominee Merrill	"	W. S. Schmidt	7,000	50 3½0 40 30 50 3½0 40 30 40 30	10	20 15 10	25 10	25	Norwalk Piqua		J. M. Harkness Hixson Bros	8,000		3€ 3½€	16 10	15 20 15	100	20ó
Monroe		F. W. Payne	5.000	ACI 20 1	5		25 5 100 50	50	***************************************	•••••							25	200
Neenah New London	**	W. Lansing	10,000	50 3 ½ 0 40 30 40 30 60 40	10	20		25	Paducah		H. Jos. Harth	15.000	5C	3½c	25	35	150	400
Oconto Oshkosh		J. C. Hickey	5,000 7,000	4C 3C	5	10	35 12 50 20 25 10	ю				- 12.00 C. 1						
Peshtigo		see Menominee, Mich	32,836 2,500 6,000	6c 4c 3c 3c 4c 3c	40	60	150 50	ю	Boston Providence	Mass.	Woga 1 & Co. List on application Old Colony Bill Posting Co		.					
Portage	17	A. H. Carnegie Mrs. W. C. Teide	6,000	4c 3c 6c 4c	š	5 12	25 10	o II	Brockton	Mass.	See Providence, R. I	150,000 40.000	12C 8C	oc 6c	50 50	125	250 250	1500 1500
Ripon	" ;	C. D. Stone	5,000	6c 4c 4c 3c	10	20	125 60 50 20	K)   0X	Pawtucket Newport News	K, I. Va.	J. E. MacMahon James G. Ward	35,000	бс 5С	4C	15	25 25	75 50	300
Schullburg Sheboygan	**	ce Monroe, Wis	5,000	4C 3C			100 50	ю			J A Muldoon		-		10	1_		250
Stevens Point Watertown	** (	eo. V. Evans	10,000	6c 4c 5c 3½c 5c 3½c	20 6	12	25 10	ю			******	8,000	4C	3¢	15	25	50	200
Waukesha		AU R Menie	10,500	50 3½0 50 3½0 50 40 60 40	20 17	30 20	60 25 50 30	ю	Washington	Pa.	Andy Means	20,000	5¢	3½c	15	20	40	250
West Superior West Superior		Harry Brunell	25,000 25,000	6c 4c 6c 4c	17 8 8	15 15	50 30 25 15 25 15	0	Brownwood	Texas	Hiram H. Thomas	5,000	4C	3C	4	7	10	100
			-3,5-51	4		<del>+31</del>	-31 -5	·~ /1				<u>  </u>		1-	l-			

### OFFICERS.

P. F. SCHAEFER, President, Chicago, Ills.
P. G. STOUT, First Vice-President, St. Louis, Mo.
W. J. HORN, Second Vice-President, Springfield, Ill.
P. B. HABER, Third Vice-President, Fon du Lac, Wis.
CHAS. C. MAXWELL, Treasurer, Lincoln, Ill.
CLARENCE E. RUNEY, Secretary, Waukegan, Ill.

Board of Directors.

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Traveling Inspectors. CHAS. B. KITTREDGE, Waukegan. C. E. RUNEY, Waukegan. Authorized Solicitors.

J. GUDE Co., New York City. P. F. SCHAEFER, Chicago, Ill. G. STOUT. St. Louis. Mo CHAS. HOUGHTALING, New York City.

Scale of Prices Adopted for Listed, Protected and Renewed 30 Days' Display. 1,000 to 5,000 Population per sheet 3 cents.

5 cents. 20,000 to 40,000 40,000 to 60,000 8 cents. 60,000 to 150,000 Over 150,000 Write for free sample copy Inter-State Guide.

CLARENCE E. RUNEY, Sec'y, WAUKEGAN, ILL.

ADVANCED IDEAS. 👀 WATCH US CROW. 99

# SPRINGFIELD,

Owns and controls ALL Billboards and Dead Walls in the City.

H. H. TYNER, CITY BILL POSTER

All Statements and Assertions to the contrary notwithstand-

The Forepaugh-Sells Show paper is now dead, and many choice locations are available. The dedication of the Masonic Home takes place during June, and it is estimated that thirty-five thousand strangers will witness the ceremonies. Get your paper here for a June showing and you will obtain remarkable results.

# THE GREAT AMERICAN ENGRAVING & PRINTING CO,

INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000.

This plant is entirely paid for, there is no porous or other plasters on it.

R. DAWLEY, all know him, he has been around this corner 40 years, Pres. & Manage.

B. TAYLOR.

Secretary and Treasure:

MESH. GARVEY, a rusher, Supt.

E. ROYLANCE, another rusher, Supt.

Perintending Typographer.

L. D. TOMSONIE, Supt of Engraving Works.

ROBT. TOMSONIE, Chief Artist and Superintender of Drawing Department.

RECENTLY REFITTED WITH NEW AND MODERN

HOTYPEOH AND LATEST IMPROVED NEW PRESSES.

NOT HOW CHEAP, BUT How Good! **PRICES** Must be Right.

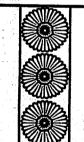
Running Night and Day when Required.

In Advertising as it does everywhere. My brain is used to working on advertising problems; if you have one, write to me about it; I will try to help you on it.

For any reader of this paper I will write three ads and send an electro of an outline cut for each on receipt of

R. L. CURRAN,

150 Nassau St., New York.



# G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY AND SON WAUKEGAN, ILL., CIRCUIT 18 CITIES.



WE ARE NOT SUPERSTITIOUS 3000 RUNNING FEET & BILL BOARDS BUY NEW YEARS PRESENTS

TRY THE BILL BOARDS

50 NORTH CHICAGO 100 GRAYS LAKE 50 LAKE BLUFF 100 LAKE VILLA

75 LAKE FOREST 250 ANTIOCH 75 FORT SHERIDAN 50 PIKEVILLE 00 HIGHLAND PARK 250 RUSSELL O DEERFIELD 150 WADSWORT 50 LIBERTYVILLE 250 GURNEE 50 ROCKEFELLER 100 WARRENTON 50 IVANHOE 1000 WAUKEGAN





Licensed City Bill Posters.

Members of the Inter-state'Bill Posters' Protective Association.

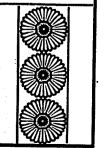
ADVERTISE IN THE JOURNAL

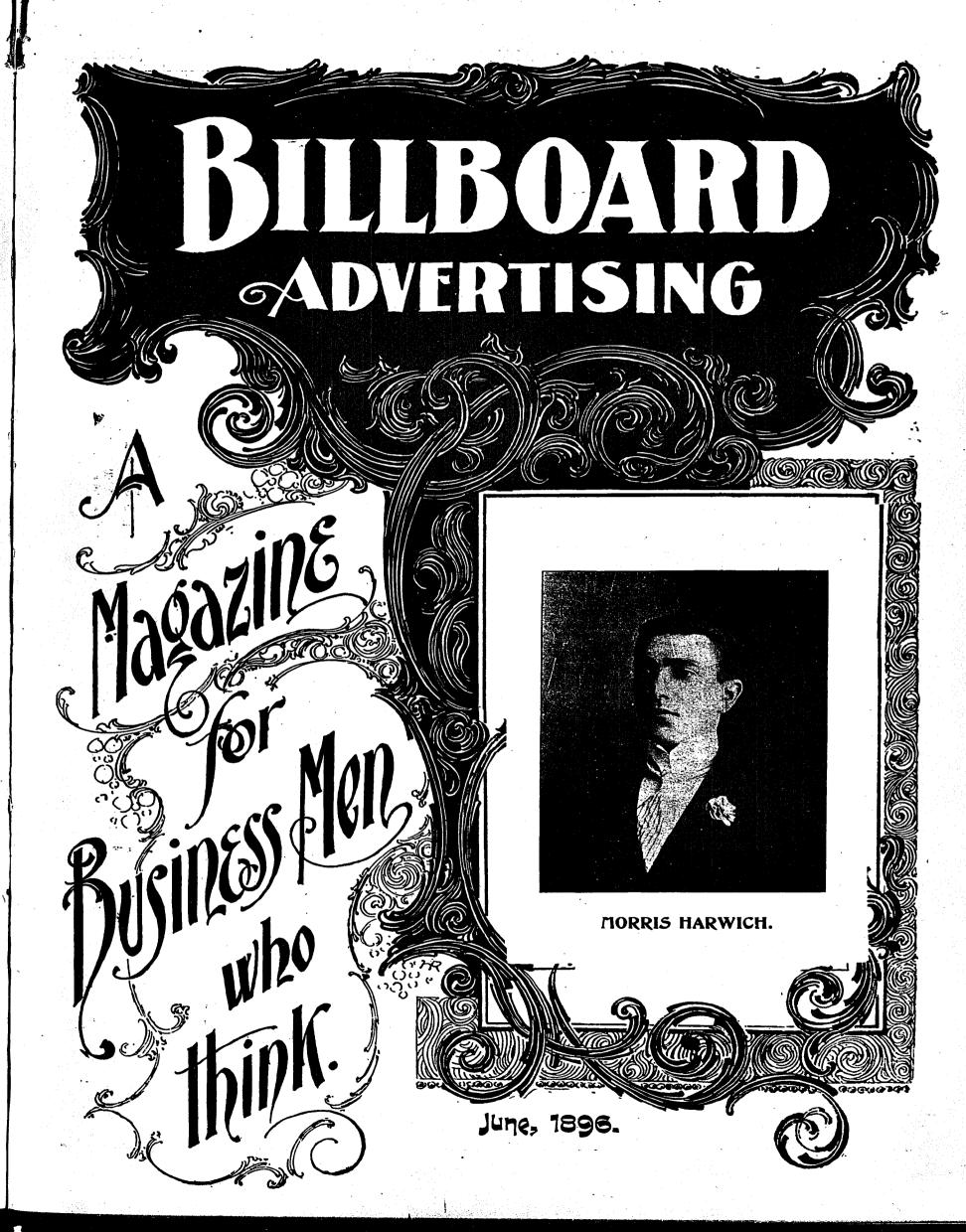
CIRCULATION 6000.

PUBLISHED MONTHLY BY G. RUNEY & SON.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES





### Classified Advertisements.

### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 6oc. for three insertion 5c., for four insertions, \$1.00 for six insertions. Larger cards, 10c. per agate line

Corsicana, Texas. Pop. 10270 L. C. Revare, City Bill Poster and L butor. Satisfaction guarantéed—tr 1000 running feet Bill Boards and good

Asheville, N. C. "The Land of the Sky." Resident population, 15.000; visiting population, 7,000. Asheville Advertising Agency, P.O. Eox 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city,

Winons, Minn., Henry Werner, City Bill Poster and Distributor

Nanaimo, British Col. Pop. 7.000. A. A. Davis owns and controls all bill boards and spaces. P.O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth,

Joliet, Ill., DeLong & Biederman. Bill Posters and Distributors.

Boone, Iowa, Population 9,000 de J. J. Kirby, City Bill Poster and Distribute DENVER COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and ad-vertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 185,000; Pueblo, 49,000; Colorado Springs, Colorado City and Manitou, 29,000.

Lima, Ohio. Pop. 20,000. W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done.

Manchester, N. H. Frank P. Colby. City Bill Poster, Distributer and Baggage Transfer, Address 30 Manchester at

Memphis. Tenn Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

### Milford, Mass.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoin.

Newport, Ky. G. H. Otting & Son, Own and control all boards, Good Service

W.S. Nugent, Bill Poster and Distributor

South Framingham, Mass. W. H Trowbridge, Bill Poster. Five town Waukegan, Ill.

G. Runey & Son, Distributors. Bill Posters etc. (Circuit 18 towns.) Pop. 35.000. Tucson, Arizona, 2,000 ft. of boards

WM. REID. Box. 148.

Springfield, Onio, H. H. Tyner

Sioux City, Iowa, pop. 40.000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Vietoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own an con trol all bill boards, paint signs and bolletins and does distributing. Address ROBERT JAMIESON, Manager, P. U. Drawer 28

Dietz and Glendenning, Bill Posters. 6nd

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distribute Box 490.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

BILL POSTERS' DIRECTORY

Stavanger, Minn. Ole Holm. County & City Bill Poster & Distributor

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space cluding Opera House and Fair Grou Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributo Member N. D. A. Meadville, Pa. Pop. 12,000.

Geo, Knox, City Bill Poster, Distribute R. W. STORRS. De Funiak Springs, Fla.

### DISTRIBUTERS' DIRECTORY.

Can cover all West Florida outside of Persacola in any manner desired.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list.

No advertisements received from minors References as to honesty and integrity must accompany all applications for space

Peru, Ind. Chas. W. Stutesman.

Dayton, Wash. Day's Advertising Co., Licensed Bill Posters, Sign Tackers and Distributors. Mailing Lists. Reference furnished.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist. Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of al Kinds of Advert'sing Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers We pay rent for our locations and can guarantee.

Jincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati Cincinnati. O.

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

W. E. Patton, Corinth, Miss. Bill Poster and Distributer. Reference furnished. Box 79

Dowagiac, Mich. The Mich. Adv. Bureau Wm. J. Kryder. Pre

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y.

John H. Case, Distributor, Box 1097. de Grand Rapids. Mich.

George M. Leonard, Reliable Distribut Marinette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524 Wm. H. Earle, Mar nette, Wis. Reliable Distributor. Your contracts solicited mi

Newport, Ky. G.H. Ottling & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors Unlimited reference. Honest work.

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburgh

Paducah, Kentucky. H. JOSEPH HARTH, Bill Poster and Distributor. Member Inter-national Distributors Asi'n of N. A. 16

W. H. Bathgate Advertising and Distribu-ting Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert. When you write, mention Billboard Advertising.

### Classified Advertisements | Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor

Selkirk, Ohio.

C. P. Roberts, Reliable Distributor. Pittsburg, Pa.

The "Trin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association. Office, 6 Sixth St. Pittsburg Branch, Allegheny. J. T. Hudson, mgr. 11

Kerrsville, Tex., Geo. A. Harrison. Box 90. Circulars distributed and signs nailed up in Kerr and adjacent counties

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county. Greenpoint, L. I. Pop. 160,000.

F. Loweree, 58 Clay, Reliable Distributor Mattapan, Mass. D. L. Cushing,

Circular Distributor and Gen. Advertise Butler. Ohio. M. M. Spohn,

Circulars distributed and signs nailed up in Richland and adjacent Co's. \$1.75 per m. † Menomonie, Wis.

Flint & Thompson, Circular Distributors, References furnished. Rates sent on application. a6 Rochester, N. Y.

The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand bill to a circus program. No botch work.

### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y. Barlese, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street. Curran, R. L., 111 West 4th st., New York, N. V. Day, Chas. H., Whitneyville, Conn.

JBJ, CHBS. H., Whitneyville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston. Geo W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stimson Bldg, Los Angeles, Cal. Patterson, Will J., 125% W. 3d Los Angeles, Cal. Scarboro, Jed, 48 Arbuckle Bldg, Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free

arron G. Collier, Times Bldg,, N. Y. Cole Bldg, Memphis, Tenn. mempins, Tenn. eorge Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City. roadway Advertising Co. Hugh J. Grant, pres. 261 Broadway. New York City.

Mark D. Batchelder Co.. 38½ Marietta Street, Atlanta, Ga. Savannah, Ga., Charleston, S. C., Rich-da, Va., Peoria, Ill., St. Joseph, Mo., Dubumond, va., reulia, m., be. Joseph, mond, va., reulia, m., be. Joseph, mich. Que, Ia.

D. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.
Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st., New York City.

M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Trust Boston, Mass.

M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh -r. Boston, Mass.
M. Wineburgh, Jr., 164 Bank st., Cleveland O.
Wyndham Robertson, Dallas, Tex.
The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Hennegan & Co., 117 East Eighth Street. Cincinnati,O., and receive in return a handsome leather bound Date Book Best ever published. When you write, mention Billboard Advertising.

POSTER PRINTERS

Advertisements under this head \$1,50 per year, in year in nonpareil. In bold face type, \$3.00 per year Display advertisements not exceeding 7 lines, twenty-five cents per line.
Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, 1ackson, Mich
Central Litho and Eng Co, 1406th ave, New York
Central Show Printing Co, 143 Monroe, Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky,
Courier-Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore The Donaldson Litho. Co., Cin'ti, O.

Sichner & Co, Baltimore Impire Show Printing Co., 73-75 Plymouth Place, Chicago Chicago Forbes' Litho Co. 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco Free Press Show Print., Detroit. Free Frees Show Print., Detroit.
Fox. Richard K. Franklin and Dover, New York
Gribler Litho Co. Chicago.
Gillin Show Print, 132 West 14th, New York
Goes Litho Co. 140 Monroe, Chicago
Gt. Am-Eng & Print Co. 57 Beekman, New York
Great Western Printing Co. 511 Market, St Louis
Greve 1 itho Co. The, Milwaukle, Wis
Haber, P. 9., Fond-du-la-, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C R. & H. H., Nashville, Tsnn

Hennegan & Co, Cincinnati, Ohio. Jackson, J B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia Libbie Show Print, Bos on, Mass. LIOUIG VIIOW PFIRE, BOS'OR, Mass. Lick Show Print, Fort Smith, Ark
Lick Show Print, Fort Smith, Ark
Liebler & Maass, 224 Centre, New York
Mauberret's Printing House, New Orleans, La.
Metropolitan Printing Co. 222 W. 26th, New York
Miner Litho Co The H. C. 342 west 14th st.
New York,
Morgan, W. J. & Co., St. Clair, Cleveland
Morrison Show Printi, Detroit, Mich.
National Printing & Eng. Co., t hicago
Orcutt Litho. Co. Chicago
Pioneer Printing Co., 214 Lefferson Seattle Work

Orcuit 1,1100. Co. Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foos, 1124th Ave, New York Riverside Printing (o., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati
What Cheer Show Printing Co., Providence, R. I.
Winterburn Show Print., 166 Clark, Chicago

### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25, per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

Boston, Mass.
J. Donnelly & Sons, 6 Tamworth St.
Boston Advertising Co., 8 Bromfield st.
Brooklyn, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
CINCINNATI, O.
The John Chapmin Sons Co., 19 Longworth st.
Dill's Advertising Service. 312 Coleman st.
Ph. Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throup st.
CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.

Enver, Col.
The Curran Bill Posting and Advertising Co. DETROIT, MICH.
Walker & Co., 43 Rowland st.
KALAMAZOO, MICH.—J. E. Mc arthy & Co.

KALAMAZOO, MICH.—J. R. MCI SITILY & CO.
LEXINGTON, KY.
L. H. Ramsey & Co., 137 east Main st.
LOUISVILLE, KY.—Heverin Bros.
NEWARK, N. J.—Newark Bill Posting Co.
NEW YORK, N. Y.
TheO. J. Gude Co., 113 - 115 w. Broadway
C. S. Houghtaling, No. 3 Park Place
L. E. LaTour, 1718 Broadway
88m W. Hoke, 87 Nassau st.
Unexcelled Advertising Co., 46 Vesey street Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 115 west Broadway

TIS West Broadway
DMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
DSHKOSH, Wis.—John E Williams,
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PHTTSBURGH, PA.
G. G. O'Brien.
PRAINING CITY, LOWA W. S. Packer.

G. G. O'Brien.

PRAIRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, MO.
W. F. Williamson, 113-115 N. 6th street
Huiest & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN. R. J. Gunning,
TORONTO, CAN.—Toronto Bill Posting Co.
The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPEO, CAN.—The Acton Burrows Co.

When you write, mention Rillhoard Advertising

# BILLBEARD

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol. V., No. 6.

CINCINNATI, JUNE 1, 1896.

### HOWELLS.

THE SAGE OF HARPERS.

He discusses advertising, Charles Austin Bates and Mr. Bates' latest book.

The other day, that friend of mine who professes all the intimacy of a bad conscience with many of my thoughts and convictions, came in with a bulky book impatiently under his arm, and said, "I see by a guilty look in your eye that you are meaning to

write about Spring."
"I am not," I retorted, "and if it were, it would be because none of the new things have been said yet about spring,

and because spring is never an old story, any more than youth or love."

"I have heard something like that before," said my friend, "and I understand. The simple truth of the matter is that this is the fag-end of the season, and you have run low in your subjects. Now, take my advice, and don't write about Spring; it will make everybody hate you, and will do no good. Write about advertising." He tapped the book under his arm signifi-"Here is a theme for you."

He had no sooner pronounced these words than I began to feel a weird and potent fascination in his suggestion. I took the book from him, and looked it eagerly through. It was called "Good Advertising," and it was written by one of the experts in the business, who have advanced it almost to the grade of an art,

vanced it almost to the grade of an art, or a humanity.

"But I see nothing here," I said, musingly, "which would enable a self-respecting author to come to the help of his publisher in giving due hold upou the public interest these charming characteristics of his book which no one else can feel so penetratingly or celebrate so per-suasively." 'I anticipated some such objection

from you," said my friend. "You will admit that there is everything else, here?" "Everything but the most essential thing. You know how we all feel about it: the bitter disappointment, the heart-sickening sense of insufficiency that the advertised praises of our books give us poor authors. The effect is far worse than that of the reviews, for the reviewer is not your ally and co-partner, while your pub-

'I see what you mean," said my friend, "but you must have patience. If Mr. Charles Austin Bates can write so luminously of advertising in other respects, I am sure he will yet be able to cast a satisfactory light upon your problem. The question is, I believe, how to translate into irresistible terms all that fond and exultant regard which a writer feels for his book, all his pervasive appreciation of its singular happens and the serious pervasive appreciation of its singular happens. of its singular beauty, unique value, and utter charm, and transfer it to the print without infringing upon the delicate and shrinking modesty which is the distin-guishing ornament of the literary spirit?" Something like that. But you under-

"Perhaps a Roentgen ray might be got to do it," said my friend, thoughtfully, "or perhaps Mr. Bates may bring his mind to bear upon it yet. He seems to have considered every kind of advertising except book-advertising."
"The most important of all!" I cried,

"You think so because you are in that line. If you were in the line of varnish, or bicycles, or soap, or typewriters. or extract of beef or of malt—" "Still I should be interested in book-

advertising, because it is the most vital of human interests.' of human interests."
"Tell me," said my friend, "do you read the advertisements of the books of

rival authors?" "Brother authors," I corrected him.

Well, brother authors." I said, No, candidly, I did not; and I forebore to add that I thought them little better than a waste of the publishers

My friend did not pursue his inquiry to my personal disadvantage, but seemed to prefer a more general philosophy of the "I have often wondered," he said, "at

the enormous expansion of advertising, and doubted whether it is not mostly wastand doubted whether it is not mostly wasted. But Mr. Bates, here, has suggested a brilliant fact which I was unwittingly groping for. When you take up a Sun day paper"—I shuddered, and my friend smiled intelligence—"you are simply appalled at the miles of announcements of all sorts. Who can possibly papel. of all sorts. Who can possibly read them? Who cares even to look at them? But if you want something in particular—to furnish a house, or buy a suburban place, or take a steamer for Europe, or go to the theatre—then you find out at once who reads the advertisements and cares to look at them. They respond to the multifarious wants of the whole community. You have before you the living operation of that law of demand and supply which it has always been such a bore to hear about. As often happens, the supply seems to come before the demand; but that's only an appearance. You wanted something, and you found an offer to meet your want."

"Then you don't believe that the offer to meet your want suggested it?"
"I see that Mr. Bates believes something of the kind. We may be full of all sorts of unconscious wants which merely need the vivifying influence of an adverneed the vivifying influence of an advertisement to make them spring into active being; but I have a feeling that the money paid for advertising which appeals to potential wants is largely thrown away. You must want a thing, or think you want it; otherwise you resent the proffer of it as a kind of impertinence."

"There are some kinds of advertisements all the same that I read without

ments, all the same, that I read without the slightest interest in the subject matter. Simply the beauty of the style attracts

"I know. But does it ever move you to get what you don't want?

"Never; and I should be glad to know what Mr. Bates thinks of that sort of advertising: the literary, or dramatic, or humorous, or quaint?"

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"He doesn't contemn it, quite. But I think he feels that it may have had its day. Do you still read of such advertisements with your early zest?"

"No; the zest for nearly everything goes. I don't care so much for Tourguenief as I used. Still, if I come upon the jaunty and laconic suggestions of a certain well-known clothing-house, concerning the seasons wear, I read them with a measure of satisfaction. The advertising expert—"
"Mr. Bates calls him the adsmith."

"Delightful! Ad is a loathly little vord, but we must come to it. It's as legitimate as lunch. But as I was saying, the adsmith seems to have caught the American business tone as perfectly as any of our novelists have caught the

any of our novelists have taught the American social tone."

"Yes," said my friend, "and he seems to have prospered as richly by it You know some of those chaps make \$15,000 or \$20,000 by adsmithing. They have put their art quite on a level with fiction pecuniarily."

pecuniarily."

"Perhaps it is a branch of fiction."

"No; they claim that it is pure fact.

Mr. Bates discourages the slightest admixture of fable. The truth, clearly and simply expressed, is the best in an ad."

"It is best in a wof, too. I am always eaving that"

saying that,'

"Well, work of fiction. It's another new word, like lunch or ad."
"But in a wof," said my friend, instantly adopting it, "Mr. Bates insinuates that the fashion of payment tempts you to verbosity, while in an ad the conditions oblige you to the greatest reside are oblige you to the greatest possible succinctness. In one case you are paid by the word; in the other you pay by the word. That is where the adsmith stands upon higher moral ground than the wof-

"I should think Mr. Bates might have written a recent article in The—, re-proaching fiction with its unhallowed

'If you mean that for a sneer, it is misplaced. He would have been incapable of it. Mr. Bates is no more the friend of honesty in adsmithing than he is of propriety. He deprecates jocosity in apothecaries and undertakers, not only as bad taste, but as bad business; and he is as severe as any one could be upon ads that seize the attention by disgusting or shocking the reader, like 'Baby one solid Sore,' for an eczema cure'.

for an eczema cure."
"He is to be praised for that, and for the other thing; and I shouldn't have minded his criticising the greedy wofsmith. I hope he attacks the use of display type, which make our newspapers look like the poster-plastered fences around vacant lots. In New York there is only one paper whose advertisements are not typographically a shock to the

"Well," said my friend, "he attacks foolish and ineffective display."
"It is all foolish and ineffective. It is like a crowd of people trying to make

themselves heard by shouting each at the top of his voice. A paper full of display advertisements is an image of our whole congested and delirious state of competition; but even in competitive conditions it is unnecessary, and it is futile. Compare any New York paper but one with the London papers, and you will see what I mean. Of course I refer to the ad pages; the rest of our exception is as offensive with pictures and scare-heads as all the rest. I wish Mr. Bates could revise his opinions and condemn all display in ads." opinions and condemn all display in ads."
"I dare say he will when he knows
what you think," said my friend, with

"I wish," I went on, "that he would give us some philosophy of the prodigious increase of advertising within the last twenty-five years, and some conjecture as to the end of it all. Evidently, it can't

as to the end of it all. Evidently, it can't keep on increasing at the present rate. If it does, there will presently be no room in the world for things; it will be filled up with the advertisements of things."

"Before that time, perhaps," suggested my friend, "adsmithing will have become so fine and potent an art that advertising will be reduced in bulk, while keeping all its energy and even increasing its effectits energy and even increasing its effect-

"Perhaps," I said, "some silent electrical process will be contrived, so that the attractions of a new line of dress goods or the fascination of a spring or fall open-ing may be imparted to a lady's conscious ing may be imparted to a lady s conscious-ness without even the agency of words. All other facts of commercial and indus-trial interest could be dealt with in the same way. A fine thrill could be made same way. A fine thrill could be made to go from the last new book through the whole community, so that people would not willingly rest till they had it. Yes, one can see an indefinite future for advertising in that way. The admith may be the supreme artist of the twentieth cen-tury. He may assemble in his grasp, and employ at will, all the arts and sciences."
"Yes," said my friend, with a sort of fall in his voice, "that is very well. But what is to become of the race when it is penetrated at every pore with a sense of the world's demand and supply?"
"Oh, that is another affair. I was

merely imagining the possible resources of invention in providing for the increase of advertising while guarding the integrity of the planet. I think, very likely, if the thing keeps on, we shall all go mad; but then we shall none of us be able to criticise the others. Or possibly the thing but then we shall none of us be able to criticise the others. Or possibly the thing may work its own cure. You know the ingenuity of the political economists in justifying the egotism to which conditions appeal. They do not deny that these foster greed and rapacity in merciless degree but they contend that when the wealth-winner drops off gorged there is a kind of miracle wrought, and good comes. kind of miracle wrought, and good comes of it all. I never could see how; but if it is true, why shouldn't a sort of ultimate immunity come back to us from the very excess and invasion of the appeals now made to us, and destined to be made to us still more by the adsmith? Come, isn't there hope in that?"

"I see a great opportunity for the wof-smith in some such dream," said my friend. "Why don't you turn it to account?"
"You know that isn't my line; I must

leave that sort of wofsmithing to the romantic novelist. Besides, I have my well-known panacea for all the ills our state is heir to, in a civilization which shall legislate foolish, and vicious, and ugly, and adulterate things out of the possibility of existence. Most of the ad possibility of existence. Another smithing is now employed in pursuading people that such things are useful, beautiful, and pure. But in my civilization they shall not even be suffered to be made much less foisted upon the community

"I see what you mean," said my friend; and he sighed gently. "I had much bet-ter let you write about Spring."

### SOLICITING.

One encounters here and there a bill poster who will tell you that he cannot solicit. If pressed for his reasons for believing himself incapable of this line of work, he will invariably tell you that he is either not a good talker or that he is poor at argument. It will be found too, that he has tried it on one or possibly several occassions and met with so little success that he is convinced that either he is hopelessly incompetent or that his local trade is unalterably opposed to the billboards. Consequently, he has calmly made up his mind that what can't be cured must be endured, and quietly settled down to make the best of the situa-

In pursuing this course, such men are deliberately allowing a golden chance to strengthen their hold upon the town, to slip through their fingers. There was a time when all that was necessary for a bill poster to do in order to enjoy immunity from opposition was to cultivate the good will of the theatre manager. That time has gone.

We know of a town, a small one too, where the local bill poster has five local merchants on the boards. They are there the year round, and the lightest advertiser of the lot pays him more weekly than the theatre

The bill poster who does not solicit his local trade is unjust to himself, nay worse, he is openly inviting opposition. Besides, there is no excuse for his indifference and lassitude

It is a mistake to suppose that a solicitor has need of any special attributes or particular gifts. The best solicitors extant are those of few words who combine quiet and systematic persistance with never failing good humor. It is eternally sticking at it that brings success.

The designs of commercial posters now issued by the various printing houses throughout the country, are so apt and catchy that they need only to be shown. They almost sell themselves

The printers allow liberal commission and a live man can earn in this wise alone from twenty-five to forty dollars a week. to say nothing of the increased earning capacity of his boards.

We have direct knowledge of a bill poster whose commissions from printers alone in one week, amounted to \$102.00.

Surely instances like this make it worth trying The sooner this matter is taken up in earnest the sooner will employing bill posters be able to discard the brush for the desk and pen, and it is perhaps needless for us to observe that you can purchase the brawn and muscle required wield the former at a less cost per week than you can secure the brains to direct

Write at once for samples. Write every printer that makes a specialty of commercial posters, familiarize yourself with their prices and make a start without further delay. Then go a step farther, write all the theatrical printers for their catalogues, study them carefully, and file them away for further reference. You will then be able to put your hand on anything you require in the way of posters. If an amateur minstrel performance is gotton up in your locality, or a dance, or a benefit performance, an excursion, or anything at all you will be able to obtain the necessary printing for the projectors. In an incredibly short time you will be regarded as an authority not only on bill posting but upon poster printing as well. This will result in a greatly augmented income and at the same time render it practically impossible for a rival bill poster to get a foot hold in opposition to you, for you will own the town.

### CHICAGO BILL POSTING.

Few people, in glancing in a casual way at a flaring poster on a dead wall, enter-tain the least idea of the expenditure in labor and money that the paper represents.

In the first place, no one is expected to look at a poster in any other but a casual manner, and for that reason the expert designer and really clever advertiser puts very little printing matter on his work, and brings that little out so bold and striking that it is well nigh impossible to avoid reading it. As for pictorial posters, they always attract sufficient attention, if the subject is striking and is produced in

glaring colors.

It is not that the paper spread on the dead walls and bill boards of Chicago is not clever and artistic work that it fails to attract more than passing attention, but rather because it is spread with such profusion that it becomes too common to the eye to awaken much interest from the ordinary mortal. But with the bill poster or showman it is different.

Their greatest joy is the discovery of something new and artistic in that line, and tired as they must grow of handling the stuff daily, it is doubtful if there are many bill rooms in local theatres that are

not papered with pretty lithographs.

It is the same with the advertising cars of circuses; they are lined with lithos of other companies, usually pictures of dizzy soubrettes or dramatic scenes. Even opera house managers are wont to have a few favorite lithos hung about their snug and secluded retreat, where they reign su-preme over all pertaining to the "show

shop."

It is calculated that there is enough paper posted in Chicago annually to encir-cle the globe. The immense outlay that ents can be understood when it s known that the stuff costs from two and three cents to seven and eight cents a sheet. A sheet is a bolt twice the size of an ordinary newspaper page, and even the largest "stands," as the big bills are called, are made in sheets which are matched together by the bill poster he puts it up. Every stand is so folded when it leaves the lithographers that each succeeding sheet is ready to his hand. This fact, and the wonderful dexterity attained by bill posters, accounts for the startling speed with which they can hide an old fence under a big "twenty four sheet" extolling the wonders to be seen

in some coming attraction.

Circus billing runs in "stands" from fifteen sheets to forty, and sometimes even more. Unlike theatrical or comm advertisers, the circus people post their

own bills, and they have a system peculiar to themselves. Instead of posting by the sheet they have the big posters matched together and rolled up so that each "stand" one big piece. A crew of eight or ten en will tackle a wall and in an almost incredible period will have it completely covered with flaming pictures of the start-ling wonders gathered from the four cor ners of the earth. Other advertisers depend upon bill posting companies, but the circuses, with their army of advance men, simply bury everything in sight un-der their paper, and when the show leaves its winter quarters the advance cars that pulled out fifteen or twenty days before, have left a trail of lithographing half way

across the continent.

To the European mind the American bill poster is a wonder and an object to be studied. Several years ago, when a big American show went to London, the people went wild over their work. cked the streets while the knights of the brush slopped paste over everything and cheered wildly when the billers covered an immense fence in a few moments The Londoners had never seen any such ork before, and when the bill posters left they entertained a rather exalted idea of the enterprise and hustling ability of

Through the rural districts in this country the circus bill posters excite nearly as much admiration as the circus camps in a large town, but the billers drive through the country for nearly a hundred miles round about and decorate all the old barns, while the natives gaze with wonder. It is a hard job to post bills during a blow of wind, but there are few gales that can stop a circus gang. The paper spread by any of the large circuses during the sea-son costs a snug fortune, but it must be done to draw crowds; and year after year, the advance gangs cover all the old fences, barns and sheds of the land, just as energetically as ever.—Exchange.

The Chicago Bill Posting Co., covers all the points of vantage in Chicago. Mr. P. F. Schaefer, manager of this concern is one of the shrewdest advertising experts in the country.

### FRONTISPIECE.

Morris Harwick, whose portrait adorns our first page this month, is the well known Chicago representative of the Donaldson Litho. Co., of Cincinnati. Mr. Harwick is twenry six years of age. He was born in Germany, and has traveled extensively in Europe. He is an expert engraver, and an artist of splendid ability, having plied his vocation in England, France, and Germany.

His intention when he reached America, some three years ago, was to pursue his artistic career further, but the possibilities of poster advertising impressed him so strongly that he abandoned the brush and has since devoted himself to preaching the doctrine of the potent billboards. He speaks five languages fluently, and is a prince of good fellows

The output of the Donaldson Litho. Co., in his territory, is controlled by him absolutely, and he is virtually sole agent of that company in Chicago, and the Northwest. It is said that he draws a handsome salary, besides having an interest in the profits of all business in his territory.

The Newark Bill Posting Co. has one of the best letter heads we have ever seen. If there was more stationery of this kind utilized by the craft at large, it would help business in general.

If pressed for time, use posters. Their action is almost instantaneous

### Printing House Gossip.

Items of news or comment for this department are solicited.

The Dean Printing Co., of Grand Rapids. Mich., are the latest to enter the poster field. They recently executed a handsome poster for the Richardson Silk Co., of Belding, Mich

One man cannot make an association, and that is the only reason the Show Printers Association is not a success. Thos. S. Dando did a phenominal amount of work to make this organization a success. and had he been accorded one tenth part of the support he deserved, he would have accomplished his aims.

E. C. Neele of the Russell and Morgan Co., of Cincinnati, has not severed his connection with that concern after all. His employers refused to accept his resig nation, thus clearly demonstrating the fact that they know a good thing when they have it.

Harry Anderson, manager of the Enquirer Job Printing Co., Cincinnati, has issued a calender that is a real novelty if ever there was one. This concern has also achieved the distinction of having turned out a three sheet discriptive poster which approaches the ideal as nearly as any poster can. It advertises the opening of a Cincinnati suburban resort. The only text on it is "Lagoon opens Thursday May 21" and the taste and discretion exercised in the display of the terse legend

At the annual meeting of the stockholders of The Great American Engraving & Printing Co., held at their office New York City, on May 16, the following directors were elected for the ensuing year. T. R. Dawley, R. E Roylance, and L D Thompson. T. R. Dawley was re-elected president and manager, and R. E Roylance secretary and treasurer.

### HERE AND THERE.

Mrs. J. Ballard Carroll has been in poor health for over half a year. May 11th, she accompanied her husband to Buffalo where he attended the semi-annual convention of the New York State Bill Posters Association. Mrs. Carroll was in hopes that the trip would benefit her health but she became worse, in fact, so seriously ill that Mr. Carroll had to leave her with friends in Rochester, she being unable to undertake the trip home. Both Mr. and Mrs. Carroll have the sympathy of a large circle of friends

\$am W. Hoke has removed to 107 W. 28th Street, near Sixth Ave., New York.

Some miscreant tore down the large billboards on East Market Street, belonging to Oplinger & Butkiewicz, at Nanticoke, Po., May 5th.

It is said that J. Garlick of New Orleans, went down in the political landslide which struck that city recently.

The Kansas Bill Posting Co., L. M. Crawford, manager, owns and controls all boards in Leavenworth, Topeka and Wichita, also in St. Joseph, Mo. All communications should be addressed to the headquarters at Topeka.

### AND EDDIE ALSO.

JUNE, 1806.

The self-appointed "Moses" who would lead the American Bill Posters out of the wilderness of low prices, roundly scolded.

The following correspondence sent us by Chamberlin, Barhydt & Co., of Burlington, Ia., explains itself. No comment on our part is necessary. The arraignment is simple, direct and unanswerable

Burlington, Iowa, May 8th, 1896. Editor BILLBOARD ADVERTISING,

Your letter of the 7th received. We are glad to assist in giving anything a show. The Interstate is young, and we hope the hustle will

lose you copy which you may insert in your June issue.

We have belonged to the Associated Association for a number of years. Before the internal dissentions and eternal quarreling commenced, it was undoubtedly of benefit to the members. Of late, however, they seem to be dead, no sleeping. We received a little shipment of paper from them a few days since. We enclose their We trust that we shall never feel inclined to write anything of this sort to the Inter-state. Very truly yours,

CHAMBERLIN RAPHYDT & CO.

New York, May 2nd, 1896.

MR. D. F. CLINE, Burlington, Iowa. Dear Sir :- I have expressed you, prepaid, two hundred one-sheet "Glove-Fitting" corset posters. The same are to be posted "as chance may offer," and you are to post one hundred upon arrival, and in fifteen days from date of first post-

Price for same is three cents per sheet, less

my regular commission. Enclose you O. K. blank which you will please sign yourself, also have some leading dry-goods merchant of your city sign it, then return to me

Thanking you to give this your prompt attention, and thereby encourage the advertiser to continue advertising through our medium, I am Very truly yours, EDWARD A. STAHLBRODT.

Burlington, Iowa, May 4th, 1806. EDWARD A. STAHLBRODT, ESQ.,
621 Broadway, New York City.

Dear Sir:-Just in receipt of letter, and also by express, package of two hundred one-sheet "Glove-Fitting Corset" posters; both of these addressed to Mr. D. F. Cline, a party entirely foreign to this city, but who formerly was in business in Peoria; although he sold out there nearly a year ago, and is now an ordinary bill poster with the Ringling Bros'. Circus. However, this hardly surprises us, as it would seem that the officer of the Association has very little time to devote to anything except fighting those soliciting advertising agents, who really do the bill posters in general the most good. The Assoiation may be an excellent thing for its members in a few of the largest cities, but this is the very first expression of its continued existence that we have seen, and even in this case it is so ridiculous as to be a matter of amusement. The dea of all the high tariff talk indulged in by the ciation, and then to send out "thirty days guaranteed" work at three cents a sheet, less your regular commission, to a town where seven cents is the regular schedule rate. The matter is here, subject to your order, or that of Mr. Cline, to whom it is addressed. We thank you for what may possibly be your

good intentions, but where Gude, Hote, and others pay us from five to seven cents a sheet for posting, we really cannot conscientiously violate our agreement with the associated Association by accepting even its work at such in

Very truly yours, CHAMBERLIN, BARHYDT & CO.

The Passaic Advertising Co., of Passaic, N. J., had an experience similar to the above with the same party. Upon receipt of the paper they wrote to J. Ballard Carroll, asking that gentleman for a definition of the phrase "As chance may

viz: "As chance may offer, means, take 1000 sheets of paper and divide them up in lots of 250 per week giving them a four weeks' showing, not guaranteeing any length of time for the display." Upon receipt of this letter, the Passaic Advertising Co., advised Mr. Stahlbrodt of Mr. Carroll's decision. The latter immediately replied. "In answer to your favor of May 16, beg to state that I am quite surprised at the letter written you by Secretary Carroll, and that under no circumstances can I pay the prices you demand for posting the paper sent you . . . . you may rest assured that I fully understand the association prices and that I at all times offer work in comformity therewith. It sometimes happens that I receive more on some work than on others, and I do the best I can for the bill posters at all

Bill posters in general will obtain a clear idea of the merits of the case by giving Mr. Stahlbrodt's contract a little careful study. We append it herewith. BILL POSTERS REPORT., OR O. K.

SHEET FOR POSTING.

We (Bill Posting Co.,) do hereby subscribe our name in testimony that we have faithfully performed the services as required of us according to contract entered into with Edward A. Stahlbrodt, 621 Broadway, New York City, for posting 200 one-sheet "Glove-Fitting Corset" posters. The above was posted as chance may offer, and guaranteed for twenty days

Bill Poster.

.......have seen the posters displayed as above refered to, and believe the service to have been faithfully and judiciously rendered. The correspondence is reproduced verbatim. We rise to remark. "Who is

attempting to 'jolly' now?" We would also like to know purely out of curiosity. I.-What does Mr. Carroll think of the uncalled for affront offered him?

2.—What sort of service are the Glove-Fitting Corset people paying for? 3.-What sort of service are they get

ting? Will some kind and generous authority please enlighten us.

A prominent member of the Michigan Bill Posters' Association writes as follows: "We must elect Geo. Leonard president of the A. B. P. A. I think he stands a good chance to get there. I am of the same opinion as you. There must be something done at the next meeting or our name is Dennis. I have written various parties in other states and they all seem to think as I do. As for the Michigan State Bill Posters' Association, it got along better when we were running along by ourselves, before we got a charter from the A. B. P. A., and for all the good it does the bill posters of Michigan we might as well get out and go it alone again. We receive no benefit from them whatever."

A member of the Inter-state Bill Posters, Association sends us the following:-"I do not think the members of the Interstate should pay any commissions to Stahlbrodt, and I am going to propose a measure to this effect at our Chicago convention. I do not think we ought to boycott him, but I do think that we ought to refuse him any commissions. He has persistently fought us, ... He has refused to recognize us and has insulted and affront-

offer." Mr. Carroll replied as follows, ed us every chance he got. I say that retaliation is in order. Now that the A.B. P.A. is bankrupt and busted, he needs us and we have a chance to get back at him. Wonder how he would like a good stiff dose of his own medicine?

### NEW YORK BILL POSTERS' ASSOCIATION.

REGULAR SEMI-ANNUAL CON-VENTION.

Held at Buffalo, Monday, May 11.

The regular semi-annual convention of

the New York State Bill Posters' Associa

ing towns, viz : York, Lebanon, Altoona, tion was held Monday, May II, at the and Lancaster. Stafford House, Buffalo. Accounts of business transacted are very meagre according to reports in the Buffalo papers, this feature of the convention being dismissed with a few words. The Buffalo Express says: "The work of the convention related to routine business." Two that means that it is. delegates were elected to attend the convention at Cleveland, O., viz.: Edward A. Stahlbrodt, of Rochester, and Norman A. Seymour, of Mt. Morris. Just why Mr. Stahlbrodt should have had himself elected a delegate is not quite plain. He is a member of the A. B. P. A., and entitled to a voice in the proceedings of the national organization without the powers of a delegate. Under the circumstances A. B. P. A. it would seem that he ought to have given away in favor of some member of the State Association who was not a member of the A. B. P. A. Most of the members

present left for home the same night, but some few remained over, and visited the home and vineyards of Mr. Whitmier on the following day. After the convention had adjourned, some one gave out the report that it had subscribed \$5,000 with which to fight the opposition at Albany, N. Y. Up to the time of our going to for Leonard and the liberal ticket. press, this report could neither be affirmed nor denied. We are not inclined to give it.

credence or even serious consideration. Mr. Carroll himself knows nothing of it. Owing to the serious illness of his wife, he did not reach Buffalo until after 5 P. M., and finding that the convention had already adjourned, he took the next train back, and in thirty minutes was on his way to Rochester to rejoin his wife.

Whoever gave out the list of members in attendance was a most facile and masterly liar, Over half of those reported to have been present, have assured us they

### ILLINOIS.

This association exists in name only; no meeting has yet been called, and it is not likely that any will take place.

tion held its annual meeting in the Grand Opera House. The following members were present : John D. Mishler, Reading; J. W. Worman, Allentown; J. Silverstine, Honesdale; J. O. Hearn, Carbondale; John G. Reese, Scranton; R. E. Hankry, Bittston; G. W. Hammersley, Hazleton: M. H. Burgunder, Wilkesbarre. The following officers were elected, viz: Pres., John D. Mishler, Vice-Pres., J. W. Worman; Treas., M. H. Burgunder; Sec'y,

PENNSYLVANIA.

The Pennsylvania Bill Posters' Associa-

Sanford H. Robison, of the American Bill Posting Co., Philadelphia, was too busy to attend, a circumstance that he regrets. Neither Erie nor Pittsburg were represented. Pres. John D. Mishler assures us that the association is all right, and

John G. Reese. New members were

elected to membership from the follow-

We are indebted to Sec'y Reese for a correct list of those present.

### THE OHIO BILL POSTERS.

The regular annual convention of the Ohio Bill Posters' Association has been postponed. It will be held at Cleveland, Monday, July 13, one day ahead of the

### MICHIGAN.

The annual convention of the Michigan Bill Posters' Association will be held at Port Huron, Thursday, June 2. Although nothing of importance is booked for special consideration, the meeting promises to be largely attended. The association will as usual elect two delegates to the associated convention, and it goes without saying that they will be instructed

### THE INTER-STATE

The Inter-State Bill Posters' Association continues to enjoy a steady and healthy growth. During the month of May it added seven new members, two of whom, Beal, of Sioux City, and the Western Bill Posting Co., of Salt Lake City, left the A. B. P. A. to unite with its younger and more progressive rival.

The Inter-State now has twice the number of members that the A. B. P. A. can boast of (members in good standing), and it will only be a matter of a few months now before the victory of the new movement will be generally conceded. Many important members of the A. B. P. A. are wavering, and are only waiting for the outcome of the Cleveland meeting to declare themselves.

Buffalo. Chicago. St. Louis. Denver. Boston. San Francisco New Orleans.

Sam W. Hoke

107 West 28th St., NEW YORK.

BILLS POSTED ANYWHERE. ADS PAINTED ANYWHERE.

### **ADVERTISERS**

### Who Are Using Posters and Circulars.

### BILL POSTERS and DISTRIBUTORS SHOULD COMMUNICATE WITH THEM WITHOUT DELAY.

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Atkinson & Co	Chicaş
Allen, G S	Portland, Mic
Andrew, C N	Minneanol
Albaster H	London Or
American Indicator Co Averill, A W	Lawrence, Ma
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Ale and Beef Company Allen, W A, Adv Agency	New Yor
American Correspond'ce	Club, Clarksburg W V
Aphro Medicine Co Am Home Journal	Pridremater Con
Andrews, E W	
Agnew, Mr	Chicag
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Bow Electrical Co Bennett, P F	Dorbwille I I N
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Baker, A B Boell, Arnold	
Blade Dr Philip	New Albany In
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Dummill, W B Elder & Co	Chicago
Eureka Adv AgencyBin	ohampton N V
E E Elliott	Knighton Ind
Electropoise Treatment Co	Philadelphia
Era Med Co	Philadelphia
Ehrbates & Son.	
Edward & Lord	Greeley, Col
Edna M & M Co	Denver
Electro Pub. Co	Chicago
Eyler & Co	Chicago
Emp Med Co	Boston
Fish, H R	Lake Mills, Wis
Fish, H RFenner, Dr	Fredonia, N Y
Franklin A Smith	New York
Feurth, Joe JM	arshalltown, Ia
Frick, J J	Sherman, Tex
Faber, Frank	Portland, Ore
Freedman, S	os Angeles Col
Ferguson, L, & Co	Elwood, Ind
Fontaine. Dr A	New Vork
Ford Pill Co	Toronto
Fremont Bus College	Fremont, Neb
Graham, R HColora	ido Springs, Col
Green. C P Gillette, H H	Mendota, Ill
Glen Gordon	Zionville Ind
Globe Med Co	Tacoma
Gregg, W W	Chicago
Gates School of Telegraphy	Minneanolis
Gum Elastic Roofing Co	New York
Griffith, Dr C, Remedy Co	New York
Gallaway, A	Kochester, N Y
German Pub Co Gouillard, W H, & Co	New York
Hall. T S	Corinth Mice
Henry, Frank M	Boone, Ia
Harris John B	Fort Payne, Ala
Hilgers, JohnS	hakopee, Minn
Howard, W B	Paris, Tex
Hannond, G WE Hawkins, S D	ittsburgh, Kan
Howe, Mr and Mrs J B	St Francis, Ark
Higbee & Hayerman	Winona Minn
Hanlieter, Rev G S	Lebanon, Ore
Hall's Specific Co	New York
Hollingsworth, Dr M	Chicago
Hunter & Co	
	Hinsdale, N H
Hove, John P	Chicago
Hove, John P Heinrich, Franz	Chicago
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Hove, John P.  Heinrich, Franz.  Hulett, A B.  Hard, R N.  Hahneman Specific Co, 231 Broad  Heinter, Mrs N.  Hewett & Hosin, U S Press Assn.  Humane Bit Co.  Hartsell Furn and Refining Co. E  Hoxie Bros.  Hall, Dr Wm.  Hocker, W H.  Howard King Elec Co.  Hall Homestead Co.  Hic, C B.  Sa.	
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Mack, S & D A	Sedan, Kan Warren, Minn
Meyers, J W	Odell, Neb
Morse, S J Minser, D B	Waupun, Wis
Miller, R A	Heron Lake, Minn
Meese, William A Murray, J. F. New Yorl	and Addison Hill, N Y
Metropolitan News Co.	Boston
Mail Safe Dep Watch C	o
Memorial Pub Co	Chambersburg, Pa
Mid-Continent Med Co.	Sunnyside, Nev
Max Lint Co	Mt Clements, Mich
Musical Guide Co	Meriden, Miss
	Chicago
Minnesota Stationery C	Chicago
Muscatine Cattle Co	Trinidad, Col
Mex and Tex Land and	ıv CoChicago l Cattle Co, El Paso, Tex
Mahony, A	Omaha
Cash and E E Miller	Cincinnati Canton, O
Marey, James R	Chicago
McKee, Ralph R	South Bend, Ind
McMillan, D J & Co	South Washington, DC
McConnell, Mattie	Cowarts, Ala
North, Joseph	Cedar Falls, Ia
Nielson, N P, Adv Ager	ncyChicago
N V Noding Co	New York
National Book Concern	134 Van Buren St, E Chic
	Baltimore
	Avon, N Y
	New York
	Vermillion, S D
	Chicago
	Piqua, O
Omaha C C Co	Chicago Omaha
Ohio Chemical Co	Lima, O
Poepke, Frank	Grand Rapids, Minn
	Phœnix, Ariz
Pager, Jas & Co	So Omaha, Neb
Punctureless Fire Armo	or CoHagerstown, Pa
Porter, Mr	Chicago
	St Louis
Paul, George J	Omaha
Park Remedy Co Pond Lilly Co	Boston
Parson & Yeager	Crouse Creek, Utah
Patent Telephone Indica Park City Novelty Co	
Pager, James & Co	So Omaha, Neb
Page, Charles L Petlett, Dr B B	
Queen Chemical Co Rogue River Lumberma	Cincinnati
	Grant's Pass, Ore
Rogers, B E	
Re, Dr N	Mt Forrest, Ill
Risedolph Agriculturist	
Reform Dress Cutting Co	Elmira, N Y
Rathmeyer Spec Co Requa Mfg Co	New York
Red Star Mfg Co	New York
Rudy, Martin Russell & Russell	Chicago
Renner Mfg Co Robert, Dr M M	Chicago
Robinson, J H	····· Chicago
Reuter, H A	Chicago
Rex Pub Co	Chicago
Reed, William Seedtime & Harvest Pub	CoLaplume, Pa
Smith, Franklin A	New York
Smith, Oliver APe Sterling Silver Plate Co	New York
Sheffield, N.M	Tribune Bldg, N Y
Sylvan Remedy Co Skookum Root Hair Grov	wer CoNew York
Sellers Medical Co	Pittsburgh
Sonard Adv Co	Burlington, Ia
Simmons, Dr91111201.2	III) Chicago

Stewart, F S & Co

Smith, Dunkley Co	Kalamazoo, Mich
Scheible, Otto Sterns, J	Cleveland
Sterns, J	Cleveland
Smith, S	Cleveland
Shackleford I A	Y ====================================
Strickler, I S	C1 n=12
Turiord, M. A	Cohomical
I nomas & Co	Chi
THERE Pub Co	New Haven O-
Terre Haute Toilet Co	Terre House To J
Todd, A S	Starling 110
United States Advertising	Agency Now Vant
Ulrich, Louis F	Con Ana
Union Electric Co	
Vul. Gum Suspender Co	Chi-
van Deberger Mig Co	Chicana
Wilcox, S R	Taneer Mile
Welsh, George H	Poor -
Wallen W E	······· Chian
Walter, Dr Yman P	Ch:
Wilhelm, IS	Vort D
Wugeley, George F	2
Weart & Co	Dhil-2-1-1
Wyatt, Geo W	Produt
World Pub Co	Washington
Wight, George	
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Western News Pub Co	Cicverand

### DISTRIBUTING.

### FROM HOUSE TO HOUSE.

It has been demonstrated that next to posters, the placing of a well written pam phlet or circular directly in the hands of those you desire to reach as probable patrons, is decidedly the most satisfactory method that can be utilized. The heavy expense entailed in advertising through the press—usually from \$2 to \$5 per line -precludes giving details which must be supplied through other and more direct channels. Mailing circulars to addresses obtained for such purpose entails a cost of \$10 to \$20 per thousand, and incurs a heavy loss through matter thus mailed indiscriminately falling into the hands of children, "postal card fiends" and numerous others who could be of no possible benefit to the advertiser. The economy and advantage over all methods of advertising must be conceded to houseto-house distribution or any desired form of putting out advertising matter possible, permitting discrimination as to sex, wealth or occupation of those whom the advertiser desires to reach. Especially is this method valuable when used as an auxillary to the billboards. Extended aurgument or description is not possible on posters, but there is room galore for it on circulars, pamphlets and booklets. Make them attractive, that is let them be well written and printed artistically on good paper, and they will go the rounds of the the family before being thrown aside.

The expense of distributing matter of this nature in cities (exclusive of printing and binding) seldom exceeds \$2.00 per

W. H. Steinbrenner, the plucky and hustling Cincinnati distributor is entitled to much credit for his tireless work in the interests of the I. A. of D. He will certainly succeed in ultimately placing this organization on a successful basis

Pittsburg, Pa., May 6th, 1896.

Pittsburg, Pa., May 6th, 1896.

JAMES H. HENNEGAN, HSq.,

Dear Sir—B. A. not yet to hand. If I don't get
it regular, it seems like a broken cog. I need it,
can't do without it. It keeps me in touch with arge advertisers. Kindly favor me with it per eturn mail. I am,

Yours respectfully,
J. T. Hudson

Manager Twin Cities Distributing Agency.

### Letters to the Editor.

Toronto, Out., May 13, 1896.
BILLBOARD ADVERTISING Co.

June, 1896.

Gentlemen-Yours of the 2d inst. to hand. As regards the Canadian Association, may say it is dependent and is not subordinate to any other association. Will send you copy of Constitutio and By-Laws as soon as printed. The tone of the meeting was against the methods of the Associated Bill Posters' Association, but it was barely mentioned. The opinion was to have the bill posters of Canada work as a unit for the

betterment of their own condition.

Thanking you very much for your interest in us, and wishing in return the "Inter-state every success, as well as its official organ.

I am, truly yours, G. N. PARKER.

Dayton, Wash., May 7, 1896.

BILLBOARD ADVERTISING.

Cincinnati, O.

Dear Sir—We want to tell you that your paper

is a "hot one." The only fault is that it doesn't come often enough. We have a good business here, we own the best boards and give the be ervice and the best results. We will place an ad with you in the near future. Yours truly,

DAYTON BILL POSTING CO. R. McCleary, Sec'y.

Coshocton, O., May 9, 1896. BILLBOARD ADVERTISING.

Cincinnati, O.
Your paper and letter received this morning and am extremely thankful that you published my letter relating to the Syrup of Figs work. You will doubtless understand that bill posters in towns of this population nas not enough space at times to satisfy all advertisers, and when I found that I could not post all of Mr. D. R. Talbert's paper, I so informed him, but kept several good locations for him, which I could have used to gyod advantage, and thought when Mr. Crane came the second time that he should have had sense enough to understand the situan. This matter will be taken before the Ohi Bill Posters' Association meeting, to be held at Cleveland in July. I only ask for justice and nothing else. Once more thanking you for your interest in this matter, I am,

Yours fraternally FRANK P. HAGANS.

Dayton, Wash., May 3, 1896. BILLBOARD ADVERTISING,

lemen-The Dayton Bill Posting Co. consists of a few letter heads, like the enclosed, a small brush, and two boys—nothing more. On of the boys, Mr. McClary is only sixteen years old and the other not more than twenty, and as they do not own or control any of the billhoards in this city we thought it best to advise you in the Hoping we have done our duty, we remain,

Yours truly, DAY & CULVER ADVERTISING CO. Per GEO S. DAY.

Champaign, Ill., March 11, 1896.

C. E. RUNEY, ESQ. Dear Sir—Your favor duly to hand, and in reply would state that my name appears in Campbell's sheet without my consent, and will write them to take it out at once.

> Yours traly, SELDEN NVE

Trinidad, Colo., May 4, '96.

Editor BILLBOARD ADVERTISING.

A great many advertisers think possibly that when they bill Denver, Colorado Springs and Pueblo, that they have covered the state of Colorado. But 'tis not so, my deluded friend. Let me tell you, if you leave out the prosperous city of Trinidad and surrounding coal camps, you leave out one of the very best towns and bill boards in the state. The Taylor Bill Posting Co. is right in line.

Car No. 4 of the "Great Wallace Shows" is finishing up the town to-day. Show here May 1th. Liggett & Meyers send their regular amount (fifteen 8-sheet stands) Sweet Moments, Spooner Comedy Co., week of May 17. Weather beautiful and business fair. Corn bread and

# BILLBOARD ADVERTISING.

bacon in the house, and I am not running for office. As a politician I am n. g., but as a bill not far from Philadelphia there is a bill posting

TAYLOR BILL POSTING CO.

Chatham, Ont , May 4, 1896. Editor BILLBOARD ADVERTISING Cincinnati, O.

Dear Sir-In reply to your favor re Canadian Bill Posters' Association, I beg to say that such an association was formed at London, on the 3d of April last. The object of our association i the promotion of bill posting and all out-d advertising. We : re not subordinate to either the As-ociated or Inter-state Association, but are totally independent and do not favor either organization. The matter was discussed at our meeting and we concluded that it would be more beneficial to us to be independent We are not in favor of any boycotting methods, nor do we presume to dictate to the advertiser as to what bill poster he shall use. We formed for the purpose of protecting ourselves and the advertiser, and we simply recommend our members to the advertiser, believing that they can give the best service; but if we find in any town that an opposition man can give better service than the nember of our association, the member is notified that unless he can give service equal to o better than the opposition, his name will be dropped from the list of members and the opposition man taken in, if he desires to come. We have put our prices very low to start on, our object being to convince the advertiser that we can give him first-class service for little money, and when we have convinced him that we ca do this we intend to regulate our prices accordingly.

I will be glad to give you any other informa-

tion or answer any other questions which you may desire to ask at any time.

The officers of the association are: - Joseph Firstbrook, Toronto, pres't; A. E. Root, London, vice-pres't; W. W. Scane, Chatham, sec'y, and Walter Stocker, Peterboro, treas.

Our association is growing rapidly and very soon we expect to have every bill poster in Canada. Yours truly,

The Other Side of the License

# Question. I note in your last issue of BILLBOARD ADVER-TISING, a communication signed "No License,"

which calls for a reply. The writer of the article should have signed it, so that it could be judged as to the value of the assertio Coming as they do, from a man who is not a bill poster, nor is he friendly to one, judging only from his letter, I would say his knowledge of the value of a license is limited, both as to cause and effect. To illustrate, all advertisers, large or small, are looking for the best returns for their money; the great kick against bill posting as a medium has been its unreliability, owing to nanagement and trickery.

First, as to mismanagement. License or no license, a badly managed plant will soon show and do for its If. There are hundreds of bright, clever men, who are looking for such a town, and are willing to give the present incumbent a run for his money. As to trickery in bill post-ing, what has induced it more than the price paid for the service. An advertiser will send a man to the town, Warner's Sife Cure will do for an example, and ask to have their paper posted for 3c. 30 days. Now Mr. Billposter says, my price is 4c, 5c, 6c or 9c. Oh, no, we can only pay 3c. and will put out 200 to 500 sheets. Does th bill poster refuse? No, he takes the paper and says all right. Does he do it? Who is the cause of the dumping into the "charlie box of from 50 150 of the sheets? Why simply because the bill poster wants a fair price for his service The Good Book says "the laborer is worthy of his hire." Does he get it at 3c 30 days? Let some skeptical advertiser start up a small plan of his own in some town, and see. Well, if he refuses, Mr. Agent goes to Charlie Dubb, who works in a stable, but who does posting on barns, etc., when he gets it, and pays him 3c for putting out his paper. What redress has the man who wanted to give service for his money. Give him a license and help him maintain a plant to the benefit of the advertiser as well as himself. Here is a case from actual facts, which will illustrate more fully the worth of a license, which, nasmuch as the price can be made so high that

plant, maintained at an expense of possibly \$6,000 a year. It has wagons worth \$200 to \$25 each with which the distributing and bill pos is done; it keeps a force of men employed at a mechanics' scale of wages, and will give an advertiser service (for revenue only), which is guaranteed. In the same town is a man who is a carpenter, and is employed by a lumber com-pany in their yards. He has two sons, 14 and 13 years of age, chaps who will not work nor attend school. Mr. Carpenter, seeing the prosperity of the legimate concern, conceives the idea that h can get some of the wealth that is flying around? o invests \$2. \$3, or \$5 in advertising in differen trade papers, Linn Truth, Herald, the agents friend, BILLBOARD ADVERTISES, being some of the periodicals, that they are general advertising agents; then takes the agency for some " metal polish," "patent soap," etc., and is then a full-fledged distributor—the boys doing the work. What is the bill posting and distributing plant going to do in such a case? Maintain a dignified silence? Yes; so does the man with a flea down his back, but he hustles to remove the festive bug. How can the legitimate concern get at the imposter except by a license? There are some advertisers (with due respect to those who are not) who are suckers enough to patronize just such concerns. Why? Simply because the Bill Posting Co want \$2 00 per thousand and the car penter's Loys can do it for \$1.00. just as good. Asking the same privilege as "No License," I withhold my name, but subscribe myself

E. R. Hawley has returned his bond as bill poster with the names of H. R. Deal and George on substituted for those of Deal & Turnbull and A. B. Anderson. He has not, however, scratched off the name of Mr. Anderson.—Sioux City (Iowa) Journal.

The increase of business of the Waukegan Pump Co., and Runey & Sons' bill posting and circular distributing work has been such that Mr. C. E. Runey has abandoned the lucrative position on the road as traveling salesman which he has held for some years, and returned last night to devote his entire attention to the work at home, at least through the present rush or until other arrangements can be made for its complete management. Not only does he abandon the position he has so long held but he used several very tempting offers of has also ref arger salary that have lately been tendered by other firms.-Waukegan Herald.

### SIOUX CITY.

The Sioux City Bill Posting Co., of which A. B. Beall is president, now has a rival and competi-tor. E. R. Hawley has paid the required annual license of \$75 and has filed with the city clerk his official bond in the sum of \$10,000 with L. Anderson, John A. Hinsey, David Mould, Deal & Turnbull and A. B. Anderson as Sureties, For nearly four years the bill posting and dis-tributing business has been in the hands of the Sioux City Bill Posting Co., and until now no one has attempted to break in and share the profits of this business. Mr. Hawley has established his headquarters in the Brown Block and will at once commence operations -Sioux City Journal.

The following letter to the Donaldson Lithographing Co. shows the bill poster in a new light:

"I herein acknowledge receipt of price list and sample posters. Our town now has two dailies and four weekly papers, each running a job department, although they can not do any poster work. It is a scratch for them to exist, and I would not canvas for job work at present."

The firm of Burton & Lambert, of Richmond, Va., has been dissolved. J. E. Lambert continues the business at 13 S. Twelfth St.

The name of the Price Advertising Co. has been changed to The Toronto Bill;



### WILLIAM ELY PATTON

Was born in (Tishomingo Co.) now Alcorn Co. Miss., in 1855. Attended the common schools of the various places where he lived. His father moved to the Indian Territory in 1859, where his mother died in 1864. His father then moved to ort Smith, Arkansas, where he died in 1870. Young Patton entered the printing office there and served an apprenticeship, working in all branches, from devil to editor and proprietor. The last work he did in that line being in the composing room of the Nashville American in 1885, when his health became bad. Came home, and afterwards entered the hotel business, clerking in several of the princial hotels in the state for six years. Came back to Corinth in May, 1893; became manager of Mitchell's Opera House, and entered bill posting and distributing and has tried to give all customers good service. Is second assistant secretary of international Association of Distributors

Albert Weber, of New Orleans, writes as follows, viz: "I hope to have the pleasure of meeting you at the Inter-state Bill Posters Convention in Chicago next July, when C. S. Houghtaling and myself will give you the history of how we started the first bill posters' association in America. We originated it one Sunday morning over twenty-five years ago. We are both members of the only association in existence now, the Inter-State, and while the original has passed away its history may yet prove interesting."

Messrs. McIntyre and Carlin, proprietors of the Capital City Bill Posting Company, had the largest bill board covered to-day that was ever covered by any circus visiting this city. Said board, which is located at the corner of Philip and Hamilton streets, is 196 feet long and 20 feet high. The entire board was covered to-day by the No. 2 Car of Walter L. Main's Show, in charge of Archie L. Sands, and holds 586 sheets of paper. These gentlemen deserve lots of credit as well as success, which will no doubt follow them, as they are both clever young men and hustlers.—Albany (N.Y.)

George H. Bubb, Williamsport, Pa., handled advertising for The Faultless Chips Chewing Gum, The Stearns Bicycle Co., of Syracuse, N. Y., Liggett & Myers Sweet Moments Cigarettes, renewal, The Big G for Evans & Co., of Cincinnati. Pasting and distributing for The J. P. Minter Co., of Chicago, the past month. He also has other contracts from large firms. Dr. Sim, the leading dentist here, has placed an order with the Donaldson Litho Co. for five-hundred two-sheets.

CLIMAX PLUG.

### Billboard Advertising PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnati, O., U.S.A.

BILLBOARD ADVERTISING CO.

JAMES H. HENNEGAN, Manager. Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

tisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London al Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafulgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue del Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or vegistered letter.

The Editor cannot undertake to return unsolicited manuscrib.

manuscript.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JUNE 1, 1896.

Ir has been claimed that this journal is unduly biased, that it is prejudiced against newspapers and periodical publications as advertising mediums. All such charges are utterly absurd. This class of advertising is valuable, and frequently highly efficient. No one has a more lively appreciation of its efficacy, when properly conducted, than have we. We do contend, however, that while there are many publications that can be utilized profitably by the advertiser, there are many many times that number in which space, while not utterly worthless, is still sold at much more than its real value.

Out of over twenty thousand publica tions in the United States and Canada. but twelve hundred and fifty actually have a circulation exceeding five thousand copies. Half of the remainder man. age to exist by misrepresenting their circulations, and the value of space in the other half, even when sold on its merits, and at the lowest possible figure at which it can be produced in such small editions. is exceedingly questionable.

Returning to the twelve hundred and fifty first mentioned, we find that many of these are not above suspicion in the matter of misrepresentation, and that many more, especially newspapers, are so cheap, that they are bought, glanced at merely, and thrown away.

In the Sunday newspapers and cheap magazines, those of recognized worth and standing, an ordinary card is almost entirely lost in the mass of advertisements which they carry.

Still the fact remains that space in publications, even when sold at a much higher rate than the publisher is justified in exacting, frequently pays. When rightly bought, and properly used, it always does. To assert the contrary, would

Ar the same time, the tyro should never attempt to place advertising direct with publishers in general. The shrewdest agents, possessed of wide and varied experience, and familiar with all the tricks and twists of the trade, find it dif-

of the unscrupulous among them, and their name is legion. It's different with bill posting, and while we do not say that experienced agents cannot invest appropriations to better advantage than the uninitiated, we do contend that anyone dealing direct with bill posters, can and will get exactly what he pays for, and that, too, in ninety-nine cases out of a hundred. A single poster that cannot be accounted for when the list is checked up by the inspector, is promptly allowed for. They are never drowned in a flood of other advertisements, they are never skipped, in fact, they cannot be avoided ;. for they confront one everywhere. They are persistent, potent, and powerful. They tell their story in the twinkling of an eye, and they repeat it tirelessly all day long, until it is fairly dinned into the most ob-

BILLBOARD ADVERTISING.

Some posters, those that are particularly good, fairly shriek at you from every billboard that you pass, and oftentimes the virtues, prices, or merits of the particular wares it lauds, are indelibly impressed upon the public mind in the course of a single day.

tuse mind

OF course, when we speak of posters, we necessarily include their first cousins, mural signs, painted bulletins, and street car advertisements. Effective posters of special design cannot be produced in small editions, except at a very high cost. Consequently, when a single city, or one particular section of a city, is to be covered, it often happens that wall signs and painted bulletins are the cheaper, especially when the display is for extended periods The principal is the same in both. Choice lies merely in the cost. Street car advertisements differ but slight. ly; for while they are not so large and neering, they have a longer and better chance to work on the beholder.

House-to-house distribution is a radically different method; but it is none the less valuable. A poster must be brief. If description is utilized, a name, a fact, a price, or at the very most a single short. sharp statement that he who runs may read, is all that may be used. But in distributing no argument is too long, no discription too extended. The space at your nand is practically unlimited, and there is no untoward environment, no horde of competing advertisements surrounding you, all clammoring for a hearing, distracting the attention, and destroying the impression before it is fairly formed. There is no doubt about the circulation either. Be it folder, pamphlet, book or what you will, if it is well written, well printed, and well illustrated, it will produce the very highest and enduring quality of publicity.

WHEN it comes to fairs and expositions, we have the acme of all advertising efficacy in an exhibit of the thing itself. The poster may present its pictorial counterpart, and the pamphlet talk entertainingly of its merits; but no matter how artistic or ingenious either may be, the impression they leave pales into insignificance beside that formed by viewficult to keep pace with the machinations ing the real thing. If a food, it is prepared and cooked before your eyes, and tasted then and there. If a process, the whole method of manufacture may be observed from start to finish. If a machine or implement, it is operated while you watch it. The time is fast approaching when men will make a business of developing this splendid avenue of publicity. They will devote themselves exclusively to it, will make a business of it in fact, and with experience will get the cost down to a point that will render its recognition and general adoption in-

'Whatever the temptation, whatever the influence or pressure, whatever the government itself, whatever the consequences or personal sacrifice, never suppress the news. Always tell the truth, always take the humane and me side, always remember that right feeling is the vital spark of strong writing, and that publ publicity, publicity is the greatest moral factor and force in our public life."-Villiers.

### INDIANAPOLIS.

Some time ago, the Insectolene Co., of Cincinnati, sent several thousand posters to one W. H. Bullen, manager of the Indianapolis Advertising Co., to bill this city. As the paper did not go up as it should, the Insectolene people came up here to investigate the matter, and found that the so-called Indianapolis Advertising Co. was a "fake," that no such firm existed, had no office whatever, and not a sheet of the paper had ever been posted. By writing to the firm, and misrepresenting matters, this Bullen had gotten the paper, and was trying to induce one of the local bill-posting firms to post it for him at a very low price.

The owners of the paper, after coming here for the purpose, obtained the paper Some time ago, the Insectolene Co., of

here for the purpose, obtained the paper and had it posted by the Indianapolis Bill Posting Co., who are also posting Sweet Moments, Beeman's Gum, War-ner's Corsets, Thompson's Glove Fitting Corsets, etc.

Such a fellow as this Bullen is a detriment to the craft, and should be properly exposed to protect the advertiser. He has been the means of "queering" quite a bit of business that used to come this

Buffalo Bill's Wild West, which exhibited here May 8-9, billed themselves entirely on boards erected by themselves, and those of the Empire Bill Posting Co., and ignored the Indianapolis Bill Posting Co., owned by Dickson & Talbott. The show did an immense business, and turned the people away. The ignoring of the Indianapolis Co. for several years past by all the large-tented exhibitions visiting here, was the result of an attempt on the part of Dickson & Talbott to force the Forepaugh show, in '93, to pay exorbitant rents for posting privileges, and which the shows resented by billing themselves

vansyckle & Hole have distributed 30,000 pieces for C. I. Hood & Co., Lowell, Mass.; 30,000 for the Insectolene Co., Cincinnati, O.; 20,000 for Hearsey Bicycles of this city; and 30,000 for the Chas. E. Hires Co., "Hires' Rootbeer," Philadelphia, Pa., and it is still coming their way.

The boards are covered by stock lithographed posters, advertising various local firms, and some fine work made by iocal firms, and some fine work made by the Donaldson Lithographing Co., advertising the coming races here. The stock poster seems to be coming into more general use this season than ever before. It is a good thing when properly used.

The above charges against Bullen, or the so-called Indianapolis Advertising Co., have been substantiated and confirmed by the Insectolene Co.—Editor.

A pictorial poster, properly designed and executed, speaks volumes at a single glance. It leaves as permanent an im-pression as hundreds of pages of text.

JUNE, 1806

### SOUTH AFRICA.

Cape Town. South Africa, April 29, 1896. Editor BILLBOARD ADVERTISING,

Gentlemen-I have been favored with a copy of your March issue, which I have read with much pleasure, and will esteem it a favor if you will enrol me as a constant subscriber and forward them regularly, and letting me know what amount I am to remit to cover cost of subscription and postage. Although, there are many new ideas to be got from your journal, I would like to say that in this country we are not far behind our American cousins. When I arrived in this country from Australia, (in which country I was born) I recognized that there was a good field open, as advertising was then in its infancy. After months of solid, hard work in educating people up to it, I am glad to say that the business is now thoroughly established right throughout South Africa. I am glad to see a good many American firms establishing then selves here and without doubt, at the present time there is immense scope. I have been fa vored with the work of some American firms, amongst them being Ayer's Sarsaparilla, Dr. Morses' Indian Root Pills, Dr. Williams' Pink Pills, and others, and have pleasure in stating that from all I have received flattering testimonials. I am desirous ot obtaining reliab on in the states, and ask you to be good enough to recommend a firm. I enclose you on of my circulars, and although, I make a special feature of poster work having thousands of fee of boards throughout the country. I undertake every form of advertising at prices that will allow for faithful work. I am writing some firms advertising in your journal and in every case will mention "BILLBOARD ADVERTISE and I shall be pleased to supply reliable inforon as a guide to advertisers at any time should you require it. Wishing you the success you deserve, I beg to

remain.

Yours obediently,

ERNEST G. GLASS,
Proprietor South African Advertising Co. P. S.-Apart from our own boards, walls, etc., we can quote rates for Posters, Plates, etc., on every railway and tramway in South Africa.

### FOR BILL POSTERS.

New York, May 9, 1896.

I take pleasure in sending you one copy of the March issue.

It is scratched up somewhat, but is better than the one I keep for my file. It may interest you to know that the ad of Harry Stoops in that issue set Harburger Homan & Co. to thinking. Their

per is now on Stoops' boards. scribe for BILLBOARD ADVERTISING to be sent regularly to every merchant in their respective towns, and then run a small ad of their own, the posting business would boom as it never has boomed before.

Yours truly,

\$AM W. HOKE

SINTELOTS RETSOPL LIBERT, the great Hungarian bill poster of Buda-Pesht, who has achieved such great distinction and wide notice for the manner in which he advertised the Millenium Exposition throughout Continental Europe, has an-nounced his intention of visiting Engnounced his intention of visiting England and America during the coming summer. It is said that he is of a very eccentric disposition and possessed of great wealth. Through royal patent, granted by the crown, he controls the exclusive bill posting privileges in all towns throughout Austria-Hungary. Although a Magyar by birth, he speaks seven languages fluently, doubtless acquired while connected with a strolling circus in his early years. He has palatial circus in his early years. He has palatial offices in Vienna and Buda-Pesht, but makes his headquarters in Vienna. Owing to the fact that he insists upon making and signing all contracts personally, the demands on his time are very great. No one can see him without first writing for an appointment, and it frequently happens that the meeting is set days and even weeks ahead.



and it was born in them. It takes tir

certain people for certain things, there is

coming on a lusty youth whose name is "Mural Advertising," who can "knock the chips off his head" and dare him to

the scratch without fear, for the crowd will be "wid 'em." See?

BUM SIGN PAINTERS

Are often the bane of the Sign Painters in the smaller towns. But, brother, very often it is your fault. Push your business energetically, maintain its dignity and your integrity, and when Meandering Mike comes along he won't have a "go" at you. We are supposing that you know

at you. We are supposing that you know your business, of course; but if such is

your business, of course; out a not the case, and Mr. Mike does, it's going as much as we

SALUTATORY.

In making our how to the readers of this journal as manager of Sign Writers' Department, we do so with the full knowlbefore us that what we shall have to will be read by many who know a at deal more about it than we do. great deal more about it than we do. Also that there are others younger in the business than "ourself" who will be benefitted by what we shall have to say and by the interchange of ideas pertainng to this department, which we hereby

invite, and please take notice—
That what we have to offer in the way of advice or criticism applies only to those who need it and not to older or more experienced men than ourselves. We ask advice, criticism and interchange of ideas from all sources, and will be glad to use such communications when we think they will be beneficial to the readers of this will be beneficial to the readers of this magazine. Also state that we propose to be the judge of that, however, and hope none will feel slighted if we do not see fit to use their ideas. We know exactly "where we are at," and that we are old enough to know we are not too smart to learn. We are not slow to adopt another's ideas, if they are better than ours, and, by the way, we find very, very many better, but, we want to be the judge, and not have them forced on us. With these few remarks as a preface, we don our robes of office and assume the "Pen" of this deoffice and assume the "Pen" of this department fully feeling our new-born great-ness as a "Fellow" in the great guild of modern educators in this peculiar

### SIGN ADVERTISING vs. NEWSPAPER ADVERTISING.

By sign advertising we mean all mural

Modern Advertising.

advertising, all out-door displays, whether painted signs or posters. By the last-named we mean all periodical publications, whether in newspaper, pamphlet or book form. The arguments put forth by many of the advocates of newspaper many of the advocates of newspaper notoriety, principally these same newspapers themselves or their official representatives, are, of course, very one-sided. We have particular reference to *Printers*' We have particular reference to Printers' Ink, which is run exclusively in the interest of The Geo. P. Rowell Newspaper Directory or Advertising Co. We all admit this is a good thing in its way, but it not being our way, but the Geo. P. R. A. Co.'s way, and no other way, we think it goes a little out of its way to whack at other ways of advertising. It has numerated the control of the control other ways of advertising. It has a bers of times thrown little smudgy It has numof printers' ink at bill posters and distributors, and it is somewhat amusing to the man on the outside to see the Little Schoolmaster snatch a moment from the exceeding careful marshalling of his forces for dress parade before the advertisers of the country, to whack some other means of publicity on the head. He's a spunky little fellow is the Little Schoolspunky little fellow is the Little School-master, but it keeps him "on the jump" to keep his crowd in proper shape for inspection, with his sugar plum for the "good boy" and chastening rod for the bad boy, and his \$100 for the informer. It keeps him hustling to keep them from "playing hookey" and coming up short

I think the bill posting fraternity will show up equally as well, considering all points, as the other crowds. What do

mortar-making way; if that's the case, you ought to follow your bent, and not tempt Providence or a mob by inflicting alleged "signs" on the long-suffering people. You see, Sign Painters are born, not made, and if you were born a hod carrier, for fitness' sake get at it, and make room for some man who is fitted to

# DON'T SACRIFICE QUALITY TO QUANTITY.

Don't sacrifice quality of work and effectiveness to quantity of matter, just because some customer wants you to do it. If a man brings you what would make opinion that when our side has had the time to educate our customers up to it a column "nonpareil" set in type and inby six feet, don't you do it. You risk an argument with him, and perhaps you can educate him to the fact that a tersely-told tale is the best. Figure on it! eliminate! that newspaper advertising has had, we will "stack" up all right with them.

Remember, the idea of newspaper ads is hereditary with most men. It's the is hereditary with most men. It's the only kind of ad they ever thought of because their father advertised that way, cut out! condense! and if you can get it down to four words, even if not quite down to four words, even if not quite grammatically correct, and maybe a little "slangy," it will be more satisfactory to all. But make your four words loud; make it holler at the reader; make it and strong medicine to eradicate hereditary taints, but we have the stuff. No one, who is at all "posted" will deny the tendency among large advertisers to place more and more of their appropriations for advertising on the boards. They are beginning to find out our way is the best paying way, and we are no joker when we say that it is the coming way. A good poster or a well painted, well displayed sign comes nearer reaching all classes sizzle and brand his brain; make them fill your space smoothly, not crowding. Give space between your words and between your lines, as well as letters, so it won't "run together" on a man a little distance away. Use the right style of letters to away. Use the right style of letters to bill the space nicely, and watch this fact particularly, that all styles of letters won't sign comes nearer reaching all classes than does the news ad. It costs a little more, but, oh my, it pays so much more, and its effect is so much more lasting.

You may read the newspapers, but do fit all places. We are taking it for granted that you have them down in your "knot," and not on, say, "Every Man His Own Sign Painter," or, "Sign Writing Made Easy," or, "The Sign Painter's Manual," You may read the newspapers, but do you read the ads, all of them? Do your or somebody's "Letter Patterns." neighbors all read the newspapers? Do you suppose they read the ads? But ask your neighbor's wife or children who has the new posters, watch the newspapers, magazines, packing cases, cracker boxes, candy boxes—watch EVERYTHING that the biggest signs on display? what posters adorn the boards at the present time? and unless they be babies of idiots "16 to 1" they can tell you. And let me tell you, brother, if you have the home end of the has letters on it and study them them in your pate, and then if your fingers have the skill they ought to have, you will have a style handy for all occabusiness poster about YOUR business, your goods or services are just about nine-tenths sold already. Mr. News-ad is get-ting hoary; he was born some time ago; and while he is good in certain ways with

We present a splendid cut of one of the Huiest-Stout Sign Company's locations in St. Louis. These enterprising young men are reaching out further and further every day, and their business is constantly growing in volume.

hate it, we can't help you. It may be possible you were not cut out for a Sign Painter, and that your talents are in the

### MR. BICYCLE MANUFACTURER.

Your wares are distinctly Road wares. Our boards and bulletins are of a truth Road signs. Riders of yours are Passers of ours. It seems to us that our way is most peculiarly the way for you to come with your ads. Many bicycle riders are magazine readers. Most magazine readers are bicycle riders. But what a crowd of bicycle riders are not magazine readers. Yet they all pass the billboards and road

# for two weeks previous, with two hundred invitations extended. Treasurer Kempf, the Inter-State's member, was on hand to turn over the cash on hand to his successor; but as there wasn't a quorum, he still has the money, and stands ready to shuffle the responsibility off unto anyone who cares to hold the position. The meeting was called to expel members who dared to think, and to elect a delegate-at-large to help nominate Geo. M. Leonard to the position worthy of his calling. The meeting was a flat failure, and shows the position the boys take relative to the two associations. Yours sincerely,

BILLBOARD ADVERTISING, Cincinnati O. Cincinnati, O.

Gentlemen—Can you tell us why the A. B. P. A.
list such men as Adam Myers, of Stevens Point,
Wis., as their member for years, when the facts
are he does not own a board, and never did, and
claims he hasn't been a member, nor paid any
dues for years? We sent him a lot of paper in
March, and when our inspector called there in
Mary, he found the paper carefully stored awry
in his garret for winter's use.

This is not only one case, but there are a good
many more.

Yours truly,
ADVERTISER. THE HUSTLER ADVERTISING Co., Fort Wayne, Ind. Fort Wayne, Ind.

We shall be pleased to vouch for your distributing service at any time, as we consider it the best in Northern Indiana.

Yours truly,

WILLIAMS BROS.,

Manufacturers "9 o'clock Tea."

Per F. W. CLARK, Adv. Mgr.

Editor of BILLBOARD ADVERTISING.

WISCONSIN ASSOCIATION.

Cincinnati, O.

On May 13th, Secretary Fitzgerald and President Hartman were the only (A. B. P. A.) members present at the big meeting that they had expected in Milwaukee on that date, as called for two weeks previous, with two hundred invitations extended.

BILLBOARD ADVERTISING,

Your May issue was a corker. Please answer the following questions in June issue:

1. Who is the secretary of the Illinois Bill Posters' Association?

2. Who are the traveling inspectors of the Inter-State Association?

QUAKER MEAL CO. QUAKER MEAL CO.

1. Do not know. 2. C E. Runey and Chas. B. Kittredge, both of Waukegan, Ills. \_\_\_\_\_\_

### Sam W. Hoke Nominates Harry Munson for President of the Inter-state.

The convention is near at hand, and nomina-tions or suggestions are in order; I therefore arise to suggest the name of one of the biggest and best billposters in the United States for

and best billposters in the United States for president.

Harry Munson is the man, and it would take the entire issue of BILLBOARD ADVERTISING to say all that could be said in his favor.

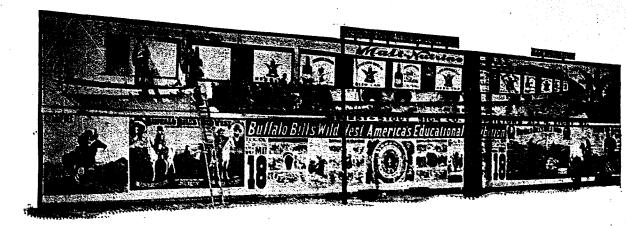
Harry Munson has the best billposting plant in America, with possibly one exception. I have never measured his lumber, bu I believe that he has more boards and more feet than any other billposter in America. And his boards almost invariably look good.

Harry Munson is a prince of good fellows; he is popular with advertisers and with other billposters.

is popular with advertisers and with other bill-posters.

The name of Harry Munson at the head of the Inter-State would be a tower of strength, and would undoubtedly cause a rush of new mem-bers, at least duplicating if not surpassing the wonderful growth of the organization in the past. With Harry Munson's name at its head the confidence of the advertisers of America is as-

Think over this matter boys, and come to the convention prepared to work and vote for the best man in the Association (or any other association, for the matter of that).



A HUIEST-STOUT SIGN COMPANY'S (ST. LOUIS) BILLBOARD.

END OF EACH HALF MILE

THE OREATEST OF ALL SPECIAL ATTRACTIONS!

Cook's Royal Roman Hippodrome and Equine Paradox.

CHARIOT RACE.

RUNNING TEAM RACE.

NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.



The columns of this department are devoted to the interests of the fair manager as such, to fair management as a science. There are plenty of papers in the country which treat of fair matters from the standwhich treat of fair matters from the standpoint of the breeder of live stock or from
the standpoint of the exhibitor, but BILLBOARD ADVERTISING takes up all matters
relating to fairs from the strudpoint of
the secretary. It is the secretaries' organ
and therefore will open its columns to all
matter which will aid the secretary in
running a successful fair financially and
otherwise.

It is the dollars and cents that the secretary is interested in. It is the perfection of system in labors connected with the fair, new methods, advertising and kind-

fair, new methods, advertising and kindred topics that engross his attention and which this paper proposes to furnish.

Fair management is an undeveloped art, a science but little understood, principally because secretaries hold their positions for so short a time, being scarcely initiated into the proper methods of running a fair before they are turned down and some green hand placed at the helm to re-learn the business and in turn to be prematurely turned down, as his predecessor has been. In the fair business there is a field for system and intelligent labor, wider perhaps than in any other line of work.

A fair paper is needed, it has been the want of secretaries for the last decade. Here it is. Secretaries give it your support. Subscribe for it and contribute to its success. Help it and it will help you.

The premium list of the Iowa State Fair is received. In size it is a model to be followed, being six by three and one-fourth inches, and is therefore very handy for use. Typographically there is room for improvement. The arrangement in the live stock departments is very poor indeed, inexcusably so in fact. Take any one breed, Holsteins for instance, logically the Holstein breed should form one class and one only, yet here it is made into six classes. An "exhibitors herd" is a portion of a class not a class and should be set in the same style of type as for instance of a class not a class and should be set in the same style of type as for instance "bull three years old or over" yet in this premium list we have "exhibitor's herd" called a class and set in the same style of type as the word "Holstein." Type is made for a purpose. In getting up of a premium list the following is a good idea to bear in mind: for main divisions use large type, for subdivisions use smaller type and for subdivisions of the sub divisions use a still smaller type, which will give the book an air of symmetry throughgive the book an air of symmetry through-

Iowa will this year publish a catalogue of stock exhibits, being the first state to follow the pace set by the New York and Wisconsin State Fairs in this regard. In this she is to be commended and also in the changing of the wording in her premium list to conform to the rule made last fall by the Eastern and Western Fair Managers Association adopting the words Managers Association adopting the words "Department" "Class" and "Prize Num-ber" for the different portions of the pae-

What the special attraction men want is to get in touch with the fair managers. What the fair managers want is to get in touch with the special attraction men.
BILLBOARD ADVERTISING is the medium through which each may speak their

wants and have them satisfactorily answered. If you want a circuit here is where you can get it. If you want an attraction here is where you can get that

The premium lists for the Nebraska, Iowa, Minnesota and Ohio State Fairs are already in circulation. Premium lists ought to be gotten out early, as a rule they should be in circulation before planting begins in order to let the farmers be able to plant with reference to making a show at the fair in the fall.

The best way to breed new ideas in any line of business is to swap lies with those who chance to be in the same line of business that you are in. The best way to run a successful fair is to learn how other people run successful fairs, and why some people run unsuccessful ones.

One of the new features in fair circles is the issuance of catalogues of exhibits. This is an old idea in England and in Canada, but has not been very generally adopted in this country, although a catalogue of exhibits properly gotten out forms one of the most potent educational factors in connection with the fair and is at the same time a very valuable advertis-ing medium, far surpassing the premium list as a popular medium.

The getting out of a catalogue of stock exhibits is attended with unusual difficul-

ties and requires a highly perfected system of entry blanks etc., in order to be

Our next issue will contain an interest-article entitled "How to publish a cata-logue of stock exhibits" which will take this matter up in detail and prove very valuable reading to secretaries who are contemplating to be up with the time in this respect this fall.

Nebraska has a novel and effectual way of advertising her State Fair in the issu-ance of the State Fair Bulletin published

ance of the State Fair Bulletin published monthly and sent out to 25,000 people.

No State Fair can be properly advertised without the use of lithograph hangers or posters, but the publication of a monthly bulletin by any fair association pays for itself and forms a most valuable advertising medium to be used in connection with posters, as it enables the association to better place the details of the fair, its attractions and management, before the public.

Every State in the union ought to have a Fair Managers Association. If there is not one in your state begin to organize one. Don't give it any high flown name simply call it the Illinois Fair Managers Association for instance. Everything else in the world seems to be organized. It is time for the fair managers of the country to organize. Those contemplating starting organizations might do well to correspond with BILLBOARD ADVERTISING and get constitutions of similar organizations.

Now that the fair managers of the country are to have an organ of their own, one of the first things to do is to have one common language in the premium lists, so we can understand each other. It will be remembered that at the meeting of the Eastern and Western Fair Managers Asso-



The above map showing the location of Wisconsin Fairs, shows what can be done in the way of presenting to the public, to exhibitors and to concessionaires particularly, accurate data enabling them to early lay out their routes with proper regard

tance. A special effort was made in Wisconsin this year to get the dates of her fairs out to the public early. A concessionaire can by consulting this map figure out several very desirable circuits.

ciation held in Chicago last fall, certain words were recommended to be used by all fairs in their premium lists. All fairs

all fairs in their premium lists. All fairs that have not already printed their premium lists are urged to use them and discontinue the use of any other for the expression of these divisions. An illustration of the recommended wording is as follows: There is a cattle "Department," a "Holstein" Class, and a bull calf "Prize Number." The time must soon come when the word class will convey the same meaning in each of the 2500

soon come when the word class will convey the same meaning in each of the 2500 or more fairs in the country. The recognized use of the word "Class" among breeders and fair managers of reputation signifies a breed when used in connection with live stock, and any other use of the word is clearly out of line with the best authority. The sooner we get over this "confusion of tongues" in our business the more intelligently we can understand each other and the sooner fair management will be reduced to a science. ment will be reduced to a science.

> QUESTIONS AND ANSWERS. Just as a "Kick Off." Here are some of the matters that will receive attention

How do you manage the Helpers Ticket

Who ought to come into the gate free? Ought the fakirs to pay in advance, and

How do you advertise your county fair?
How do you advertise your state fair?
Send answers for publication to the manager of this department. Correspondence is invited. For publication in July number mail answers before June 19th.

The column will be open to inquiries and answers of secretaries. If there is

and answers of secretaries. If there is any question that worries you drop a line to BILLBOARD ADVERTISING. We will publish the inquiry and invite answers from practical fair managers to it.

The Carthage Fair (Cincinnati, O.) will have an exhibition of motocycles.

### FAIR NOTES.

Walls, Mercantile and Fair Promo-TION SYSTEM.

This is a most commendable system or scheme for increasing the attendance and consequently the gate receipts of fairs. It seems, from a cursory examination, to be entirely feasible and practical. It was originated and is controlled by P.T.Wall, of Gallipolis, O., who will furnish terms and details to interested parties on application.

Manufacturers of Foods can secure space for exhibits free of charge at the Gallipolis Fair.

M. B. Hall, see'y of the Fayette Co. Fair Company, (Washington C. H., O.) sends us the speed program of the fall meeting, August 11-14 inclusive. It is very interesting.

Space for exhibitors is free at the West Virginia State Fair, at Wheeling, Sept. 7-11. Applications should be addressed to George Hook, secretary.

The Columbus (Ohio) Fair will give races and exhibitions at night.

Chas. Porter, secretary of the Lake Prarie District Fair, at Pella, Iowa, is meeting with much success in securing premiums, and prospects are very good.

J. M. Logan, secretary of the Shelby-ville (Ky.) Fair, writes that they will have the best fair in the state this year. No trotting or racing, just an old fashioned fair, but a corker.

Spokane, Wash., will have a fruit fair during the first week of October next. John A. Finch is president, and F. W

Burlington's (Iowa) Semi-Centennial bids fair to rank among the big events of the year. Messrs. W. C McArthur and George C. Henry have been appointed commessioners by Governor Drake.....

HOUNDS VS. HORSE

Last season the greatest fairs, excepting of course, the Atlanta Exposition, were as follows, viz:
St. Louis Exposition, 45 days; receipts, \$105,927.18; disbursements, \$72,164.00.
Toronto Exposition, 13 days; receipts, \$86,639.10; disbursements, \$84,880.08.
Dallas, Texas, Expo. 16 days; receipts, \$97,623.48; disbursements, \$72,912.30. At a meeting of the farmers held at the Court house at Marshalltown, Ia., May 23, it was unanimously decided to hold a fair next September. Several years ago, on account of repeated failures, the fair was discontinued. We hope that the new attempt will fare better. The dates of this fair will appear in our July number.

ADDITIONAL FAIR NEWS.

RIDERLESS HORSE CAPT CHESWICK VS. THE GREAT RACER TOM THUMB

The Douglass Co. (Minn.) Fair Association has greatly increased their premium list and amount appropriated for prizes. There is a movement on foot looking to the acquirement of the driving park for a fair ground.

The New York State Fair, at Syracuse, will have an exhibit of horseless carriages or motocycles as they are called.

commessioners by Governor Drake.....

C. B. Irvine is secretary of the Oregon State Fair, at Salem, Oregon... Minden, Neb., is confident of an unusually success ful and interesting meeting... The programme of Green County Agricultural Society's forty-second annual fair at Monroe, Wis., is full of interest... The Great Texas State Fair, at Dallas, Texas, offers \$75,000.00 in premiums and purses for the season of 1896. Sydney Smith is general manager. His address is Dallas, Tex.... J. L. Hoagland, secretary of the Forksville, Pa., Fair, should be addressed at Lincoln Falls, Sull Co., Pa., until Sept. 25.... Address H. J. Hill, manager and secretary of the Great Toronto Fair and Exposition, at 82 King St., Toronto.... Milo. L. Norton, secretary Bristol (Conn.) Fair, writes us that a cat show will be one of the features of their fair this season.... Washington State Fair Commission

Washington State Fair Commission
North Yakima, Washington, offers \$7000.00 in purses and premiums. John Reed is secretary ... Edwin F. Smith, is secretary of The California State Fair.

A New Circuit.—It starts at Port Huron, Mich., Aug. 11-13, Alpena, Mich., Aug. 19-21, Sault St. Marie, Mich., Aug. 26-28, Ishpening, Mich., Sept. 2-4, Hancock, Mich., Sept. 9-11, Ashland, Wis., Sept. 16-18, Ironwood, Mich., Sept. 23-25, Duluth, Minn., Sept. 30 to Oct. 2. Address all communications to R. J. Spencer, Ashland, Wis.

BUCKING

McIntosh, (Minn.) combines a fair, a race meeting and a fourth of July celebration in one.

Dr. S. D. Bugg, has again been elected secretary of the Limestone Co. Fair Association, held at Groesbeck, Tex. He writes as follows: "BILLBOARD comes reg-ularly every month and is appreciated as much as any publication I receive.

# TACOMA WASHINGTON.

A meeting of the directors of the Pierce County Agricultural and Industrial association was held Wednesday to close up a five-year lease on 240 acres of land in school section 36, where the association will hold fairs for the next five years. The grounds surround and include the old Morgan racetrack. The premium list is now in the hands of the printers. Within 15 days 5000 copies of it will be distributed among farmers, merchants and manufacturers. Farmers who wish to make exhibits visit President A. C. Young's office every day, making inquiries about the fair. State Dairy Commissioner Thompson has reported to Mr. Young that 42 dairies will make exhibits. President Young says exhibits will be received from all parts of the state. The week of September 14 to 20 has been decided upon as the date for this year's fair.—Tacoma Ledger.

STEEPLE CHASE

STANDING

TANDEM.

If you would insure a successful outcome for this year's meeting, use posters liberally and keep the free list down to



### **DELAVOYE & FRITS** The Original CLOWN AND POLICEMAN TRICK HOUSE ACT.

48-A GREAT ACT FOR PAIRS, PARKS, CONCERTS, ETC. 48 > Don't Forget. Get the Above Original Act, not inferior copies WILL DELAVOYE, Representative, P. O. Box 2836, New York City.

ROMAN . STANDING RACE

# LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly in the event of any change. Rosters and dates are published abso-

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CALIFORNIA. Sacramento California State Fair Sept 1-19 Edwin F. Smith sec

### CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, J A Pond see

Bristol Bristol Fair Corp Sept 30 Ad Wilton
pres, A L Morse treas, Mio L Norton see

Collinsville Sept 9-10 E H Hough see

Danbury Danbury Fair Oct 5-10 G M Rundle Danbury Danbury Fair Oct 5-10 G M Rundle sec
Guilford Guilford Agl Soc Sept 30 Wm S
Leete pres, Wm A Dudley sec
Meriden. State Agricultural Fair.
Norwich New London Co Agl Soc Sept 22-24
James A Bill pres, G L, Hewitt sec
Rockville. Holland Co Fair, Sept 15-17
Stafford Springs Stafford Springs Agl Soc Oct
6-8 C B Gary sec
Suffield Suffield Agl Soc Sept 22-24 Waldo S
S Knox pres, J A Haskins treas, E Hunneway
sec

sec Wallingford Wallingford Agl Soc Sept 17-18 Geo Jones sec Willimantic Willimantic Fair Sep 29 to Oct 1

### DELAWARE.

Dover Delaware State Fair Sep 22-25 John B

### ':ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy
Anna Union county Aug 25-28
Atlanta Logan.county Sept 1-4
Avon. Sept 15-18 Julian Churchill, secy
Relvidere Boone county. Sept 8-11
Belleville St. Clair county Aug 25-28
Bushnell Bushnell Fair Assn. Sep John R
Camp pres, James Cole treas, Louis Kaiser sec
Cam argo Douglas county Sept 1-4
Cambridge Henry county Sept 1-4
Camp Point. Adams Co Fair, Sept 7-11 R E B
Sawyer, secy
Carmi White county Sept 1-5
Carrollton Green county Oct 13-16
Carthage Hancock county Aug 31-Sept 4

Sawyer, secy
Carmi White county Sept 1-5
Carrollton Green county Oct 13-16
Carthage Hancock county Aug 31-Sept 4
Catlin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug. 18-21. T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer
Champaign Champaign county Aug 25-28
Charleston Coles county Sept 8-12
Clinton Dewitt county Aug 24-28
Danvers McLean county Sept 22-25
Danville Vermillion county Sept 7-11
Delavan Tazzwell county Sept 8-11
Dunlap Peoria county Oct 6-9
Eldorado Saline county Aug 11-14
Elmwood Peoria county Sept 8-11 JE Wiley
pres, F D Jay vice pres, C F Graham treas,
M H Spence see

pres, FD Jay vice pres, C F Graham treas, M H Spence sec EI Paso Dist Agl Board of Woodford Co Sep 14-18 R A Childs pres, A H Waite treas, G R Curtiss sec El Paso Dist Agl Board of Woodford Co Sep 14-18 E A Childs pres, A H Waite treas, G R Curtiss sec Pairbury Livingston county Sept 21-25 Farmer City Dewitt county Aug 17-21 Freeport. Northern Illinois Agricultural Society Fair, Sept 8-11 Thos D Osborne, see'y. Galena JoDaviess county Oct 6-9 Golconda Pope county Sept 30-Oct 2 Grayville White county Sept 30-Oct 2 Grayville White county Aug 4-7 Homer Champaign county Aug 11-14 Hoopeston Hoopeston Fair Sep 29 to Oct 2 Dale Wallace see Jacksonville Morgan county Aug 11-14 Jerseyville Jersey county Oct 5-9 Joliet Will county Sept 8-12 Jonesboro Union county Sept 8-12 Jonesboro Union county Sept 8-17 Joslin Rock Island county Aug 25-28 Kankakee. County Fair, Sept 4-18 T C Schoberg, pres't; Len Small, see'y Kewanee Henry county Sept 122-25 LaHarpe Hancock county Aug 24-29 LeRoy LeRoy Fair and Agl Assn Sep 1-4 Jno Haig see Libertyville Lake Co Agl So Sep 15-18 Warren M Heath sec Macombe McDonough Fair Assn Aug 17-21 R Hainline Sec Marion Williamson county Sept 22-25

Macombe McDonough Fair Assn Aug 17-2.
H Hainline Sec
Marion Williamson county Sept 22-25
McLeansboro Hamilton county Aug 25-28
Mendota LaSalle county Aug 4-7
Monmouth Warren county Sept 8-11
Monticello Piatt county Aug 17-21
Morrison Whiteside county Sept 1-4
Mt Vernon Agl So Fair Sep Jesse A
pres, S H Natson treas, Fred P Watson s
Mt. Carroll, Carroll Co Pair, Aug 25-28 (
Ruckner, Pres); Geo C Kenyon. Sec'y

Mt. Carrolt. Carrolt Co Fair, Ang 25-28 Geo F
Buckner, Pres!; Geo C Kenyon. See'y
Mt. Sterling Brown county Aug 17-21
Newton Jasper county Sept 22-26
Oregon Ogle county Sept 22-25
Paris. Edgar Co. Fair, Aug 31 - Sept. 4 Geo H
McCord, secy
Pana Pana Union Agl Board Aug 25-29 Lou
Rolev sec

Roley sec
Petersburg Menard county Sept 1-4
Pinckneyville Perry county Oct 6-9
Princeton Bureau county Sept 8-1
Rochelle Agl and Mech Assn Sep 8-11 Francis

E Dresser sec Rock Creek. Hardin county Sept 22

Rockford Winnebago Co Agl So Sep 1-4 T R
Buckbee pres, Geo W Collins v-pres, C O Upton treas, J B Whitehead see
Rushville Schuyler Co Agl Soc Aug 10-14 John
D Horton pres, John W Goodwin treas, Mark
Bogue see
Salem Marion county Sept 15-18
Sandwich Sandwich Fair Assn Sep 14-18 E
Randall see
Saybrook McLean county Sept 7-11
Sullivan Moultin Co Fair Aug 31 to Sep 4
Thomas Monroe pres, G W Vaughan see
Shawneetown Aug 18-21 Norton Doherty pres,
A C Millspaugh see
Shelbyville Shelby county Sept 1-5
Springfield Illinois State Fair Sep 28 to Oct 3
J N Judy pres, John Bunn treas, R C Garrard
see
Warren - Union Agl So of InDaviess Statehanson

Warren Union Agl So of JoDaviess, Stephenson and LaFayette Counties Sep 15-18 Rob Hawley pres, E C Slothower v-pres, C F Taylor treas, S A Clark sec
Watseka. Iroquois Co. Agricultural Association Fair, Sept 1-4. H C Lovett, President; L F Watson, Secretary

Watson, Secretary Vatson Effingham Co Fair Sept 16-19 Wm Abraham sec Abraham sec
Woodstock. McHenry Co Fair, Aug 25-28 G B
Richards, secy
Wyoming Stark county Aug 25-28
Yorkville Kendall county Sept 1-4

# INDIANA.

Angola Steuben Co Agi Assa Oct 6-9 Acm Par-sell pres, H I, Hutson sec Bainbridge. Putnam County Fair. July 27-31. A R Allison, sec'y. Bedford Aug 3-7 Bloomington. Ang 10-14 Boonville Warrick Co Fair Sept 28 to Oct 3 W Taylor sec

Bloomington. Aug 10-14
Boonville Warrick Co Fair Sept 28 to Oct 3
W Taylor sec
Boswell Renton.Warren Fair Sep 9-11 Henry
Robertson pres, N H Knight sec
Bourbon Bourbon Fair Assn Oct 6-9 Jac
Pritsch pres, J W Eidson sec
Bremen Bremen Agl Soc Sept 29 to Oct 1 John
Huff pres, John R Dietrich treas, Henry H
Miller sec
Columbus Aug 17-22
Corydon Harrison Co Fair Aug 24-28 H
Wright Sec
Covington Covington F W & V Agl Assn Aug

Corydon Harrison to Fair Aug 24-28 H
Wright see
Covington Covington F W & V Agl Assn Aug
31 to Sept 4 W T Ward see
Chrisney Spencer Co Agl and Ind Fair Aug 31
to Sep 5 J C Haines pres, P C Jolly see
Crawfordsville Montgomery Co Fair Sep 7-11
N B Waugh pres, W N Morgan see
Crown Point Lake Co Agl So Sep 8-11 Rarnst
Hixson pres, F E Cooper treas, A A Bibler see
Elwood Aug 25-29
Evansville Tri-State Fair Sept 14-18 R L
Akin see

Evansville Tri-State Fair Sept 14-18 R L Akin sec Flora. Carroll Co Fair, Sept 20-25 J T Gillam, prest; C E Nobes, treas; J O Ferrier, secy Frankfort Clinton Co Fair Assn Aug 25-28 J Heavilon sec Franklin Johnson Co Agl H and P Assn Aug 25-29 S W Dungan pres, W S Young sec Fort Wayne Aug 10-15 Greenfield Greenfield Fair Sept 7-11 E Tyner sec

Greenfield Greenfield Fair Sept 7-11 E Tyner sec Huntington Huntington Co Agl So Sep 8-12 Adam L Beck sec Huntingburgh Dubois Co Fair and Expo Sep 14-19 E R Brundick pres, D Reutepohler sec Hagerstown Wayne Co Fair Aug 5-7 John Bowman pres, Knode Porter treas, F H Baldridge sec

Bowman pres, Knode Porter treas, F H Baldridge sec
Indianapolis Indiana State Fair Sept 14-19
W W Hamilton pres, E J Robison treas, Chas
F Kennedy sec
Kendallville, Sept. 28, Oct. 2. Nathan Roberts,
Pres.; John Mitchell, Treas.; J. S. Conlogue,
Secy.
Lebanon, Aug 17-21
LaGrange LaGrange Fair Assn Sep 22-25 L,
N Rowe sec
Ligonier Noble Co Fair Oct6-9 Orlando Kimmell pres, John H Green treas, J H Hoffman

mell pres, John H Green-treas, J H Hoffman sec
LaFayette Tippecanoe Co Fair Assn Aug 31 to Sep 4 V L Blackstock sec
LaPorte LaPorte Co Agl Assn Sep 22-25 V H
Banks pres, J Vene Dorland sec
Lawrenceburg Lawrenceburg Agl Assn Aug
18-22 A E Nowlin pres, J S Darman sec
Lebanon Lebanon Ind Fair Aug 17-21 H W
Marvin pres, E G Earnell sec
Linton Linton Fair Sep 7-11 S A Maxwell
pres, V J Hamilton sec
Madison Aug 11-14
Marmont Maxenkuckee Agl Assn Aug 18-2
H H Culver pres, H J Meredith treas, Geo
Nearpass sec
Marion Grant Co Agl Soc Aug 25-29 H G Hamaker sec

New Carliste Farmers' Union Fair Assn Oct 30, Sept 1, 2 I N Miller pres, W H Deacon-treas, D S Scoffern sec Oakland Oakland City Fair Aug 24-29 W R

Cakland Oakland City Fair Aug 24-29 W R
Harris sec
Osgood July 28-31
Paoli. Orange Co. Fair Association, Sept. 9-12.
A W Bruner, prest't; H F Davidson, secy.
Pern Sept 1-5 Jno A Deibert sec
Petersburgh Pike Co Fair Aug 31 to Sept 5
Plymouth Marshall Co Agl and Indl Assn Aug
25-28 M W Simons pres, S N Stevens sec
Poplar Grove Poplar Grove Dist Fair Sept 14-18
W W Smith pres, A D Wood sec, Carroll
Portland Jay Co A H & I Joint Stock Co
Sept 28 to Oct 2 John Schmuck pres, William
Green supt, James F Graves sec
Princeton Gibson Co Fair and Expos Sept
7-12 S Vet Strain sec
Remington Remington Fair Assn Aug 25-28
Christian Hensler pres, J J Porter privil man,
Jasper Guy sec
Rochester Sept 30 to Oct 3

Christian Hensler pres, J J Porter privil man, Jasper Guy sec
Rochester Sept 30 to Oct 3
Rockport Rockport, Indiana, Fair Aug 18-22
B F Bridges pres, C M Partridge sec
Rushville Rush Co Fair Assn Aug 26-28 W O
Walton pres, T A Jones vice-pres, Samuel
Abercrombie treas, Alvan Moor supt, W L
King sec
Salem Washington Co Fair Sept 1-4 E W
Menaugh sec

Menaugh see
Shelbyville. Shelby Co Fair, Sept 1-4 E W
Vamaoy, prest; Henry Doble, treas; E E
Strong seer

Strong, secy
Sheridan. Aug 10-14
South Bend South Bend Fair Assn Sept 21-25
A W Byers sec
Sullivan Sullivan Co Agl Soc Sept 7-12 Thos
J Mann pres, Amos Goodwin treas, J M Lang
sec

Sec
Terre Haute Terre Haute Fair Association
Fair days Aug 10-14 Running May 18-23 W T
Beauchamp pres, W H Duncan sec
Tipton Tipton Ind Fair Aug 3-8 E B Martindale sec dale sec Valparaiso Porter Co Agl Soc Sept 15-18 E S Beach sec

Valuation Forter Co Agi Soc Sept 15-18 E S
Beach Sec
Vincennes Knox Co A& M So Oct 12-17 Jos H
Barr pres, Edward Watson treas, James W
Emison sec
Warren Warren Tri-Co Fair Sept 1-5 J W
Beard pres, Geo F Morgad treas, Grant M
Fleming sec, Willard Pulley asst sec
Waterloo N E Indiana Agi Assn Sept 1-4 R N
Crooks pres, M Kiplinger sec
Winchester Randolph Co Fair Sept 22-25 Thomas Mullen pres, D E Hoffman sec

IOWA.

mas Mullen pres, D E Hoffman sec

IOWA.

Afton Union county fair Assn Sep 15-18 J T
Beebe pres, T F Shrub treas, O E Davis sec
Algona Kossuth county Agl So Sep 16-18 J W
Wadsworth pres, E P Keith v-pres, Harvey
Ingham treas, E B Butler sec
Alision Butler county fair Assn Sep 14-17 G
M Craig pres, G Hazlett see
Alta Aug 26-28 C E Cameron sec
Anamosa Aug 19-21 E. R. Moore sec
Arlington Sept 15-18 H S Palmer sec
Atlantic Aug 31 to Sept 3. A Gardner sec
Atlantic Aug 31 to Sept 3. A Gardner sec
Audubon Sept 14-17 C A Marlin sec
Battle Creek Sept 22-24 Andrew Preston sec
Bedford Sept 29-Oct 1 H L Pierce
Briscoe Briscoe Fair Aug 31 to Sep 4 T J Hall
pres, E J Frederick treas, C C Calkins sec
Belle Plaine Big Four Fair Assn Sep 8-11 W
J Guinn pres J C Milner sec
Bloomfield. Davis Co Agricultural Society Fair,
Sept 15-18 J C Brouhard, secy
Boone Aug 4-6 John Keating sec
Britt Sept 15-17 George P Hardwick sec
Carroll. Aug 18-22 A L Wright, prest; R E
Coburn, treas; H A Junod, secy
Cascade Sept 8-11 J. H Weber sec
Centerville Sept 8-11 S W Lane sec
Centerville Sept 8-11 S W Lane sec
Central City Wapsie Valley fair Sep 1-4 J C
Gritman pres, P G Henderson v-pres, Fred
McLeod treas, E M Sawyer sec
Charles City Floyd county Agl and Mech Assn
Sep 16-18 N B Towner pres, Robt Lindon vpres, E Wenler treas, C M Carr sec
Chariton Sept 15-18 W M Housholder sec
Clarinda Sept 1-4 W L Lundy sec
Columbus Junction, District Fair, Aug. 25-29.
R F Mc onnell, Secretary
Cornelia Wright county fair Sep 22-25 P R
Henry pres, J A Elliet v-pres, F L Dow treas
T A Davenport sec
Corning Sept 14-17 H E Westrope sec
Corning Sept 14-18 H K Evans sec

Henry pres, J. A. T. A. T. A. D. T. A. Davenport see
Corning Sept 14-17 H E Westrope see
Corydon Sept 14-18 H K Evans see
Cresco Howard county Agl So Sep 8-11 J C Corydon Sept 14-18 H K Evans sec
Cresco Howard county Agl So Sep 8-11 J C
Webster sec
Donnellson Lee county fair Sep 8-11 C E Bode
pres, E P Armknecht sec
Davenport. Davenport Fair and Exposition,
Sept 7-11 P W McManus, secy
DeWitt. Clinton Co Fair, Sept 15-18 E. Christiansen, secy.
Decorah Winnisheik county fair Assn Bedford
Sep 29-Oct 1 H L Pierce sec
Denison C T Cassadi sec
Des Moines Iowa State Agl So Sep 4-11 John
Evans pres, G D Ellyson treas, P L Fowler sec
Elkader Sept 8-11 John G Hempel sec
Elkader Sept 8-11 John G Hempel sec
Eldora. Hardin Co Fair, Sept 1-4 J W Peisen,
secy

Educia. Hartin Co ran, sept 14 y W reisen, secy Eldon Big Four fair Sep 14 W G Crow pres, Mark Hilles treas, H R Baker sec Emmetsburg Sept 24 T S Crosse sec Fairfax Aug 25-28 E H Knickerbocker sec Nearpass sec

Marion Grant Co Agl Soc Aug 25-29 H G Hamaker sec

Middletown Henry, Madison and Delaware
Co Agr So July 28-31 E A Wisehart sec
Morocco N C Agl So C N Hanger pres, H H
Parkey sec, Frank Davis ass't sec
Muncie Muncie Fair Aug 18-21 Wm H Wood
pres, M S Claypool sec
New Castle Aug 11-14
New Harmony Posey Co Fair Sept 29 to Oct 2
Era Stephens sec
North Vernon Jennings Co Fair Aug 4-7 Fred
H Nauer sec

Hampton Franklin county Agl So Sep 15-18
D Vought sec

North Manchester North Manchester Tri-Co
Fair Sept 22-25 D Ginther pres, J P Noftzger
treas, B F Clemans sec
Northwestern Indiana Fair Circuit La Porte
July 24, Crown Point Sept 8-11, Valparaiso
Sept 15-18, La Porte Sept 22-25 W A Banks
pres, A A Bibler sec, Crown Point
New Carlisle Farmers Union Fair Assn Oct

Harian Shelby county fair Assn Aug 25-28 O
P Wyland pres, M K Campbell treas, W T
Shepherd sec
Humboldt. Humboldt Agricultural Society Fair,
Sept 22-25 A M Adams, secy
Ida Grove. Ida Co. Fair, Sept 22-24 A Preston,
Secy

Ada Grove. Ida Co. Fair, Sept 22-24 A Preston, secy
secy
Independence Sept 22-25 A H Farwell sec
Indianola Sept 22-25 Carl Anderson sec
Iowa City Aug 24-27 Glen McCrory sec
Jefferson Sept 22-25 D L Howard sec
Keosauqua Aug 25-28 T C Jackson sec
Knoxville Aug 25-28 T G Gilson sec
I,enox Sept 22-25 M F McEniry sec
Leon Sept 15-18 Marion Woodard sec
Lineville Sept 8-11 T J Lovett sec
Malcom Poweshiek Co Agl Soc Aug 25-28 J W
Jones pres, W J Johnson treas, James Nowak
sec

alvern Sept 22-24 I J Swain sec fanchester Sept 15-18 Peter Boardway sec fapleton Maple Valley fair Sep 23-26 A Lamb pres, Ed Quíck treas, J B Jerome sec faquoketa Jackson county fair Sep 1-4 Adam Ringlep sec

Maquoketa Jackson county fair Sep 1-4 Adam Ringlep sec Marcus Sept 23-25 HB Robeson sec Marcus Sept 21-23 CH Tenney sec Mechanicsville. Mechanicsville Agricultural Society Fair, Sept 13-28 AF Fairchild, secy. Menlo Oct 6-9 AH Grisell sec Milton Milton Dist fair Sep 8-11 GV Bell pres E C Holland v-pres, J'D Rowland treas, H C Hill sec Missouri Valley Harrison county fair Sep 21-24 HB Cox pres, G F James v-pres, B H Carlisle treas, A B Hosbrook sec Mount Air Sept 15-18 Clyde Dunning sec Mount Air Sept 15-18 Clyde Dunning sec

treas, A B Hosbrook sec 1515, B h Car Monticello Aug 25:28 G B Bishop sec Mount Air Sept 15:18 Clyde Dunning sec New Hampton Sept 2-4 P Malcolm sec New Sharon Sept 15:17 Chas Freligh sec Newton Jasper county fair Sep 14:17 SG sell sec

sell sec
National. Clayton Co Agricultural Society Fair,
Sept 8-11 J C Hempel, secy; Elkader, Ia
Nevada Sept 16-18 W O Payne sec
Odebolt Sept 22-24 W N Oursler sec
Ogden Sept 15-17 L L Sawyer sec
Orange City Sept 16-18 J Lohr sec
Osage Sept 16-18 W C Moss sec
Oskaloses Summer meeting Tules Call Orange City Sept 16-18 F J Lohr sec
Osage Sept 16-18 W C Moss sec
Osage Sept 16-18 W C Moss sec
Oskaloosa Summer meeting July 2-4 Fall meeting Aug 31 to Sept 3 L T Shangle sec
Ottumwa. The Great Ottumwa Fair, August
II-14. C O Taylor, pres't; Ben S Benson, sec'y.
Oulerville Appanoose county Agl So Sep 8-11
W G Ciark pres, James Merritt treas, S W
Lane sec
Pella Lake Prairie Dist fair Sep 20 to Oct 2
Chas DeCook pres, C Rhynsburger treas, Chas
Porter sec
Perry Sept 28 to Oct I J T Davis sec
Rhodes. Eden District Agricultural Society
Fair, Sept 15-17 H M Weeks, secy
Rockwell City Sept 14-17 F B Ramige sec
Ruthven. Lake District Fair Association Fair,
Sept 14-17 Fremont Teed, secy

Ruthwen. Lake District Fair Association Fair, Sept 14-17 Fremont Teed, secy Sac City Aug 31 Sept 3 Jas W. Wilson sec Salem Sept 29 to Oct 2 A S Crew sec Seymour Sept 17-25 L. C. Young sec Shelby Sept 22-24 Roy Linn sec Sioux City Sioux City Fair Sep 11-19 Strawberry Point Aug 25-28 HA Harrington sec Sutherland Sept 2-4 L J Price sec Tipton Sept 1-4 J Sweinhart sec Toledo Sept 28-30 A G Smith sec Traer Sept 16-18 C A Pratt sec Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy Villisca Villisca Union Fair Assn Sep 8-11 D W Jackson pres, J N Neil treas, T L Ingram Sec Vinton Sept 27-28 L A Witchell Sec

W Jackson pres, J N Neil treas, T L Ingram sec Vinton Sept 22-25 L A Mitchell sec Wapello Sept 15-18 Oscar Hale sec Washington Sept 7-11 JS Glasglow sec Washington Sept 7-11 JS Glasglow sec Waukon. Allamkee Fair, Sept 22-25 C M Bowman, prest; Capt Wm S Hart, secy Webster City. Hamilton Co Fair Association Fair, Sept 22-25 W G Bale, secy West Branch Aug 19-21 I T Enlow sec West Liberty Aug 31 to Sept 3 W S Luse sec, West Point West Point Dist Agl So Sep 22-25 Wm R Trimpe pres, John Walljasper sec West Union Fayette Co Sept 1-4 L Fatr sec Whatcheer. Whatchen District Fair Association, Sept 28-Oct 1 T C Legoe, secy Wilton Junction Sept 22-25 J M Rider sec Winfield Sept 1-4 E C Hinkle sec Winterset Sept 15-18 Hamilton Lee sec

### KANSAS.

Burlington. Coffey Co Agricultural Associatio Burlington. Concy Co Agricultural Association Sept 14-18 Fredonia. Fredonia Agricultural Association Fair, Aug. 25-28, inclusive C H Pierce, pres't; J H Edwards, sec'y Garnett. Anderson Co Agricultural Association, Sept 1-5
Ola. Allen Co Agricultural Association Sept 8-12
Mound City. Linn Co Agricultural Association,
Oct 6-9
Iolathe. Johnson Co Agricultural Association Ottawa. Franklin Co Agricultural Association Aug 25-28
Ottawa. Franklin Co Agricultural Association,
Sept 22-26 Chas H Ridgway, secy
Paola Miami Co Agricultural Association Sept
29-Oct 2 JF Donahoe pres, G P Leavitt sec
Seneca Nemaha fair assn Sept 8-11 JJ Knepp
pres, J. A Gilcrist treas, John Stowell sec

### KENTUCKY.

Alexandria Aug 25-29 Geo R White pres, John Todd treas, J J Wright sec
Curdsville Ellendale Fair July 28 to Aug 2
R T Smith sec
Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland pres
Paducah Paducah Fair and Exposition Co Fair and Races Sept 22-25 Races July 3 and 4 Jas M Lang pres. Alex Kirkland sec
Parls Bourbon Co Agl So Sept Geo Alexander pres, T R Ashbrook sec

Shelbyville Shelby Co Agl and Mech Assn Aug 25-29 T J Dolan pres, J M Logan sec Uniontown Union Co Pair Aug 4-8 J V Givens pres, W A Berry sec Winchester July 29 to Aug 1 A Renick pres, Joe B Ramsey treas, W H Garner sec Wiltiamsburg Whitey Co Pair Assn Sept 2-4 Nick Daniel pres, Walker Mason sec

### MAINE.

June, 1896.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept Gray Aug 24-27 Wm P Haskell pres, J W Stevens sec-treas Hartland East Somerset Agl So P W Thompson pres, S L Mayotreas, S H Goodwin, St Albans, sec, H L Williams assit sec Sept 8-10 Lewiston Maine State Agl So State Fair Aug 31 to Sep 4 S G Jerrard pres, E G Eveleth treas, G M Twitchell, Augusta, sec Portland. New England Fair, Rigby Park, Aug. 17-21. F H Appleton, Pres't; E F Rowell, Sec'y; Warren Brown, Treas.

### MASSACHUSETTS

MASSACHUSETTS.

Amherst Hampshire county Sep 29-30 Geo P Smith pres, Herbert Sabin sec-treas Athol Worcester N W Agl and Mech So Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Humphrey sec Amesbury. Amesbury and Salisbury Agricultural Society Pair. Sept 29-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Barnstable Co Agricultural Society Pair, Sept 8-10. Henry M Hutchings, Sec'y Barre Worcester county West fair Oct 1-2 Geo Mixter pres, Chas H Follansby treas, Matthew Walker sec Blandford Union county fair Sep 16-18 A L Stewart pres, A H Nye treas, E W Boise sec Boston Massachusetts Horticultural Oct 6-8 Francis H Appleton, pres, C E Richardson, treas, Robt Manning sec Bridgewater Plymouth county Sep 16-18 N F Ryder pres, H D Packard treas, Henry L Crane sec Brockton Brockton agl so Sept 30 and Oct 1-3 H W Robinson pres, E M Thompson treas, Ira Copeland sec Charlemont Deerfield Valley Sep 17-18 C H Leavitt pre, E F Haskins treas, S W Hawkes sec Cummington Hillside Agl so Sept 29-30 S W Clark pres, R P Zeckard treas, W m G Atkins

sec Fitchburg Worcester North fair Sep 22-23 Jas L Harrington pres, N C Upham treas, John W

Fitchburg Worcester North fair Sep 22-23 Jas
L Harrington pres, N C Upham treas, John W
Ogden sec
Framingham Middlesex South Sep 15-17 Isaac
Damon pres, H L Davenport trea, W P Mayo
sec South Framingham
Great Barrington Housatonic county Sep 30 to
Oct 2 C B Benedict pres, O C Bidwell treas,
Frank H Briggs sec
Greenfield Franklin county Sep 24-25 A A
Smith pres, Wm S Allen sectreas
Hingham Hungham county Sep 29-30 E L
Ripley pres, Reuben Sprague treas, William
H Thomas sec
Lancaster Worcester East fair Sep 17-18 John
E Thayer pres, Lucius Field treas, W A Kilbourn sec, South Lancaster
Lowell Middlesex North Sep 17-19 A C Varnum pres, S Drewett treas, E T Rowell sec
Marshfield Marshfield county Sep 9-11 Walton Hall, pres, Francis Collamore, sec-treas,
North Pembroke
Middlefield Highland county Sep 9-10 S A
Knox pres, M J Smith treas, Jno T Bryan see
Nantucket Nantucket agl so Sept 2-3 Herbert
G Worth pres, Asa C Jones treas, Josiah F
Murphey sec
North Adams Hoosac Valley Agl So Sep 22-24
W B Plunkett pres, Geo Z Dean v-pres, M R
Ford treas, Geo F Miller sec
Northannyton Hampshire, Franklin and Hampden counties Oct 7-8 H C Comins, pres, D J
Wright treas, S Warner sec
Oxford Oxford Sep 22-23 A R Snow pres, W
H H Thurston sec

Oxford Oxford Sep 22-23 A R Snow pres, W H H Thurston see
H H Thurston see
Falmer Eastern Hampden Sep 22-23 A D Norcross pres, F D Barton treas-see
Peabody Essex county Francis H Appleton
pres, G L Streeter treas, J M Danforth, see
Lynnfield Centre Sept 22-24
Pittsfield Berkshire county fair, Sep 15-17 W
B Barton pres, J W Lewis treas, Frank H
Cande see

caude see
outh Lancaster. Worcester East Agricultural
Society Fair, Sept 17-18. John E Thayer,
Pres't, Lancaster, Mass; W A Kilbourn, Sec'y,
South Lancaster, Mass; Lucius Field, Treas,
Ulinton, Mass

Clinton, Mass
South Weymouth Weymouth Agricultural and Industrial fair Sep 24-26 Minot Tirrell pres, C S Stowell treas, H Wilbur Dyer
Spencer Farmers' and Mechanical Association Sep 24-25 I I. Prouty pres, A W Curtis treas, F B Watson see

urbridge Worcester S Agl So Sep 17-18 A B Chamberlain pres. C V Coney sec-treas

Taunton Bristol Co Agl So Sep 22-24 Walter C
Bayliss pres. E C Holt treas, A B Hodges sec
Uzbridge Blackstone Valley Agr So Sep 29-30

W L Johnson pres, Augustus Story sec-treas
Westfield Hampden Agl So Sep 24-25 Chas F
Fowler pres, E S Batcheler treas, Wm H
Foote sec Fowler pres. A S Batcheter treas, will a Foote see
Vest Tisbury Martha's Vineyard Sep 22-23 N
S Shaler pres, Geo H Luce treas, B T Hillman
Sec, Edgartown
Worcester Bay State Fair Sep 1-4 Hon J D W
French pres, John B Bowker see

### MARYLAND.

Hagerstown Oct 20-23 PA Witmer sec

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Har-rington, Pres't; M M Higgins, Secv Elkton Elkton fair Sept 8-11 John M Tucker sec and treas sec and treas
Frederick City The Frederick fair Oct 13-16
Chas N Hargett pres, D V Stauffer treas, Harry
C Keefer sec Rockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John E Muncaster sec, Norbeck Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick von Kapf pres, Wm H Bosley treas, H C Long-Upper Marlboro Prince George Co Agl Assn Sept 29 to Oct 2 Wm G Brooke sec

### MICHIGAN.

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec Ann Arbor Washtenaw Co Agl and Hortic Soc Sept 22-25 T D Kearney sec Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fre-mont sec Coldwater Branch co agl so Sept 21-25 Wallace E Wright sec Coldwater Branch co agl so Sept 21-25 Wallace E Wright sec Coopersville. Sept 22-25 J B Watson, prest; E M Parker, treas; C De Vos, secy Dowagiac Cass Co Fair Sept 22-25 S Johnson

treas, F A Smith sec

Hastings Barre Co Agl Soc Sept 22-25 L, H
Everts sec

Hillsdale Hillsdale agl so Sept 28-0ct 2 Fred
S Smith pres, W R Branch sec

Jonia. Ionia District Fair Association, Sept 15-18
Luther Hall, prest; Reuben Gould, treas; Fred
Cutter, Jr, secy
Litchfield Union Agl so Oct 6-9 R W Freeman
pres, A J Lovejoy treas, L B Agard sec

Midland. Midland Co. Agricultural Society
Fair, Sept. 2-4. Thos B McCullough, pres't;
Jas G Culver, sec'y.

Mt Pleasant Isabella county agl so Sept 22-25
John T Landon pres, Arthur S Coutant sec

Muskegon. Sept 15-18
Owosso Shiwassee Co Agl Assn Sept 22-25
Edmund O Dewey sec

Plymouth Plymouth Fair Assn Sept 15-18 T
C Sherwood pres, F. D. Holloway sec

Saginaw Saginaw county fair Sept 15-18 Geo
Davenport pres, Fred C Zimmermann sec

Washtenaw Co Agl and Eor So Sept 22-25

### MINNESOTA.

Alexandria Douglas county Sept 22-25 W F Alexandria Douglas County
Jordan
Blainwell. Union Agl So Sept 15-19
Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec
Bird Island Renville county Sept 16-18 O S

Bird Island Renville county Sept 16-18 O S
Gerald
Caledonia Houston county Sept 8-11 E P
Dorival
Carver Carver Co Fair Sept 25 and 26 Frank
Warner sec
Chaska Chaska county Sept 24-26 M H Muyres
Duluth Douglas county Fair Sept 29-Oct 1
Duluth St. Louis county Aug 24-27 J E Cooley
Fairmont Martin county Sept 10-12 Edw F
Wade
Farmington Dakota Co Agl So Sept 9-11 P H
Feeley pres, L P Fluke treas, T H Brownell
sec

sectory pres, LP Fluxe treas, T H Brownell sectory pressure and Norman county Fair Assn Sept 23-25, John Holten Hallock Kittson county Aug 24-25 E A Nelson Hamline Minn State Agl So Sept 9-14 Ed Weaver pres, B B Noffatt treas, E R Randall

Howard Lake Wright county Sept 8-10 OP Comer

Comer

Hutchinson McLeod Co Agl So Sept 16-18 G R

Cickrick pres, L A Ritter treas, Harry B Wakefield sec sec a Donge Co Fair Assn Sept 15-18 Aug E

Kasson Donge Co Fair Assn Sept 15-18 Aug E Anderson sec Le Sueur Le Sueur Co Agl So Sept 16-18 C N Cosgrove pres, L Quackenbush treas, M W Grimes sec McIntosh McIntosh Agl Society July 3-4 J P Johnson pres, S H Drew treas, C T Lonman sec Morris Stevens county Sept 18-19 D F Wheaton New Ulm Brown county Aug 28-30 Albert Steinhauser Steele county Sept 16-18 J Frank

Owatonna Steele County
Dean
Pine City Pine county Sept 15-17 J D Vaughan
Pipestone Pipestone Agl So Sept 15-17 E T
Davies pres, N B Briggs treas, R Scarf sec
Princeton Mille Lacs county Sept 16-18 J W Princeton Mille Lacs county Sept 10-18 J W Harteman
Rochester So Minn Fair Assn Sept 8-12 A T
Stebbins pres, T H Titus treas, T R Bear sec
Slayton Murray county Agl and Mech Fair
Assn Sept 22-24 W J McAllister
St Paul State Fair and G A R Encampment

St Paul Grant Aug 31-Sept 5 Aug 31-Sept 5 St. Peter Nicollet county Sept 9-11 JA Johnson Windom Cottonwood county Sept 23-25 L J Robinson
Winnebago City Faribault Co Agl and Joint
Stock So Sept 24-26 J P Hines pres, H D
Damon treas' M H Oliver sec

### MISSOURI.

Belton. Belton Agricultural Association Aug 18-12
Cape Girardeau South-eastern district agl so Oct 13-17 E H Engelmann sec
Chillicothe Sept 29 to Oct 2 O T Shour sec
Edina Knox Co Agl and Mech Soc Aug 25-28
J J Gacks sec
Fulton Callaway Co Agl and Mech Assn Sept
1-5 W H Vivion pres, D C McCue treas, J R
Penn sec
Hamilton Hamilton Fair Aug 25-28 R W
Napler pres Hamilton Hamilton Fair Aug 25-28 R W Napier pres Harris Harris District Fair Assn Aug 24-28 D W H Watson sec Kahoka, Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Boulware, Pres't: Joseph Vandolah, Secy Milan Sullivan Co Fair Asso Sept 9-12 Cora Long sec

Rockport Atchison county agl and mech assn Aug 25-28 Miles Sickler pres, J W Raines treas J W Young see:
St Louis St Louis fair Oct 5-10 R Aull see
Platte City Platte county agl, mech and stock assn Aug 25-29 Will Forman sec
Trenton. N M C A I Ass'n Fair, Sept 15-18 G
W Smith, Pres't; W E Austin, Treas; Peter H
Yakey. Sec'y
Unionville Sept 2-5 J A Hilferstine see NEBRASKA

Auburn Nemaha county Sept 22-25 C F Neal sec Beatrice. Gage Co Society of Agriculture Fair, Sept 15-18
Beaver City Furnas county Sept 29 to Oct 2
Bertrand Phelps county Sept 22-25 I F Wolfe sec Chadron Dawes Co Agl So Sept W W Wilson pres, Wm Wilson treas, B F Pitman sec Columbus Platte county Sept 23-25 C B Tomlin sec Blmwood. Sept 15-18
Fairbury, Jefferson county Sept 15-18 W W Watson sec Fremont Dodge county Sept 29 to Oct 2 W H Haven sec Grand Island Hall county Sept 8-11 Geo F Ryan sec Indianola Red Wallow Co Agl Soc Oct 6-9 R Duckworth pres, J H Berge sec Lincoln Lancaster county agl so Sep 22-25 A Greenamyre pres, Wm M Clark v-pres, S R Hall treas, Wm Foster, Saltillo, sec Madison Madison county Sept 15-18 J L Rynearson sec Minden Kearney Co Agl Soc Sept 15-19 L M Copeland sec North Platte Oct 14-15 Omaha. Nebraska State Fair Aug 27-Sept 5 Robt W Furnas, secy Osceola Polk county Sept 15-18 S B Moffett sec Plattsmouth. Oct 6-9 Auburn Nemaha county Sept 22-25 C F Neal

Second Second Second Several Several Seward County Sept 8-11 Thos H Wake sec Stanton Stanton county Sept 29-30 H F Stenator Stanton Stanton Second Sec

Stanton Stanton county Sept 29-30 H F Stephens sec
St John Exh and Annual Fair Assn Sept 22 to
Oct 2 Chas A Everett mgr
Syracuse. Sept 29-Oct 2
Tecumseh. Oct 13-16
Tekmah Burt county agl so Sep 16-18 E B Atkinson sec
Wahoo Saunders county Sept 15-18 L, W Gilchrist sec
Vork Vork county Sept 22-25 L. D Stilson sec

York York county Sept 22-25 L D Stilson sec

### NEW HAMPSHIRE.

Bristol Bristol Agl Assn Sept 1-3 John F Phillips pres, Smith D Fellows treas, Fred H Ackerman sec
Rochester Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Parshley sec

### NEW JERSEY.

Mount Holly Burlington county agl so Sept 22-25 H C Risdon sec.

Trenton Inter-State Fair Sept 28 to Oct 2 Jno Guild Muirhead sec
Waverly N J State Agl Soc Sept 7-11 P T Quinn sec

### NEW YORK.

libion. Orleans Co Fair, Sept 17-19. E A Row-ley, Pres't; L. H. Beach, Sec'y; A W. Barnett, Treas Treas

Ballston Spa Saratoga Co Agl Soc Aug 24-28
Geo C Valentine pres, Seymour Rowley treas,
Frank L Smith sec
Batavia Genessee Co Agl Soc Sept 21-24 A E
Brown sec
Bath Steuben Co Agl Soc Sept 29 to Oct 2 A C Brundage sec
Brockport Union agl so Sep 24-26 Elias Garrison pres R C Hull treas, G B Harmon sec
Cairo Greene Co Agl Soc Aug 25-27 A B Ste-

Cairo Greene Co Agl Soc Aug 25-27 A B Stevens sec
Cambridge Cambridge Valley agl society and
Stock Breeders Assn Jerome B Rice pres, H
A Qua treas, John L Pratt ir sec
Carmel Putnam county agl assn Aug 25-28
Geo R Cole sec
Canandaigua. Ontario County Agricultural Society Fair, Sept. 28, 29, 30, Oct. 1. John B Hall,
pres't; Wm H Warfield, sec'y; Jas S Hickey,
treas. prest; with it warrend, secty; jas S Hickey, treas.
Canton St Lawrence Co Agl Soc Sept 15-18 H
E Scaver sec
Chatham Columbia Co Agl Soc Sept 8-11 WA
Dardess sec
Dryden. Dryden Fair, Sept 22-24 S G Lupton,
Frest; J B Wilson, Secty
Elmira. Chemung Co Fair, Aug 31, Sept 4.
Frank Cassada, Prest; Geo McCann, Secty,
E J Young, Treas
Fonda Montgomery Co Agl Soc Sept 7-10 J B
Martin sec Fonda Montgomery to age to Martin sec
Martin sec
Hornellsville Hornellsville Farmers' Club fair
and Races Aug 24-28 L. A Waldo pres, Chas
Adsit treas, C. K. Mason sec
Ithaca. Tompkins Co Agricultural Society Sept 8-11 A G Genung, secy amestown Chath Co Fair Sept 1-4 O W Her-

rick sec
Jamestown. Warren Co Fair, Sept 15-18
Johnstown Fulton Co Agl Soc Sept 2-5 Eugene Johnstown Fulton Co Agl Soc Sept 2-5 Eugene Moore sec Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas Lyons Wayne county agl fair Sep 17-19 W A Langdon pres, D E Snyder treas, A F Sheldon Langdon pres, D. A. Suyuct treas, Sec.

Malone Franklin Co Agl Soc Sept 22-25 W J. Mallon sec.

Mineola, L. I. Queens county agl so June 17-18 and Sep 22-26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, Old Westburg, sec.

Newport. Newport Agricultural Society, Sept 8-10 Willard Ingham, prest; B F Petrie, secy, Middleville, N Y.

Norwich Chenango county agl society, Sep 1-4
SA Jones pres
Newburgh Orange county agl so Sep 15-18
Augustus Denniston pres, Harry M Waring
treas, DA Morrison, Montgomery, sec
Nassau Rensselaer county fair Sep 22-25 Geo
Witbeck sec
Oneonta Central New York fair Sep 14-17 W
L Brown pres, H M Bard treas, L L Huntington sec ton sec
Plattsburgh Clinton Co Agl Soc Sept 8-11 W
T Burleigh sec
Ponghkeepsie Dutchess county agl so Sep 22-25
Reginald Rives pres, C W Swift treas F R
Rain sec

Bain sec
Riverhead. Suffolk County Agricultural Society
Fair, Sept. 29-30, Oct. I. Sylvester M. Foster, Fair, Sept. 29-30, Oct. 1. Sylvester M. Foster, sec'y.
Rochester Western New York Fair Sep 28 to Oct 3 HA Kingsley sec
Rome Oneida Co Agl Soc Sept 21-25 W D Reese sec
Sidney Sidney Fair Assn Sept 9-10 R McKin non sec
Syracuse. State Fair, Aug 31 to Sept 5 Jas B Docharty sec
Schoharie. Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Prest 1; John B Grant, Supt of Privileges; Frank K Grant, sec'y

B Grant, Supt of Privileges; Frank K Grant, sec'y
Watertown. Jefferson Co Agricultural Association, Sept 8-11 J Sterling Sill, prest, Adams
Centre; Frank M Parker, treas, Dillin; W R
Skeels, secy
Westport. Essex Co Agricultural Society, Sept
15-17 W A Tucker, prest; A J Daniels, treas;
C E Stevens, secy
Watkins Schuyler county agl so Sep 29 to Oct
1 Al Hunter pres, Geo C Waite treas, Jas P
Frost, Moutour Falls, sec
Warsaw Wyoming Co Agl Soc Sept 29-30 A'A
Luther pres, John Underhill treas, W R Crawford sec
Waterloo Senera Co Agl Society, Sept 20-06.

ford sec Waterloo Seneca Co Agl Society Sept 29 to Oct I E Nugent sec Whitneys Point, Broome Co Fair Sept 1-4 F E Allen sec

### NORTH CAROLINA.

Raleigh North Carolina state agl assn Oct 20-B Cameron pres, John Nichols sec

### OHIO.

Akron Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec Ashland Ashland fair Sept 8-11 A W Fritzinger see
Athens Atheus county fair Aug 25-28 S F
Wolfe pres, W F Scott trea, C S McDougall see
Bowling Green Wood county Fair Co Sept 29
Oct 3 A S Ropce pres, J G Hickox treas, W R
Noves see

Noyes see

Boston. Clermont Co Agricultural Association,
Sept 8-11 E D Prather, prest, Felicity, O; John
Rowan, secy, Blowville, O
Bucyrus Crawford county fair Sept 22-25 E B
Monnett pres, B Beal see
Burton Geauga county fair Sep 15-18 P W
Merriman pres, H C Tuttle treas, P W Parmelee sec

Merriman pres, H.C. Tuttle treas, P. W. Par-melee sec.

Bellefontaine Logan county fair Sept 29, 30, Oct 1-2 Banner M. Allen sec.

Bellevue Bellevue Fair Co. Oct 6-9 G.S. Lanter-man pres, J. W. Close treas, Gus Dangeleiser sec.

Cadiz Harrison county fair Sep 30-Oct 2 A. D. McGuire pres, W.S. Cessna treas, J.C. Glover sec.

sec
Canfield. Mahoning Co Agricultural Society
Fair, Sept 29, 30 and Oct 1. B P Baldwin, Pres't,
Tiger, Ohio; H A Manchester, Treas, Canfield,
Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio
Canton Stark Co Fair Sept 22-25 A B Correll
Sec

Canton Stark Co Fair Sept 22-25 A B Correll sec
Carrollton. Carroll Co Fair, Sept 22-25 C A
Tope, secy
Celina Mercer county Aug 18-21 C W Halfhill
Chagrin Falls Cuyahoga county agl ss Sept
22-25 L R Dunham pres, H M Bigalow treas,
Tryon Bailey sec
Chilicothe Ross county fair Aug 4-7 Clark W
Story pres, Theo Spetnagel treas, Henry W
Woodrow sec
Cincinnati Hamilton county agl so fair Carthage
Aug 18-21 B P Critchell pres, D L Sampson sec
Circleville. Pickaway Breeders' Association
Fair, July 21-24 W E Morris, prest; W S Smith,
treas; A J Grigsby, secy
Columbus. State Fair, Aug 31-Sept 4 W W Miller, secy

Columbus. State Fair, Aug 31-Sept 4 W W Miller, secy
Coshocton Oct 6-9
Crotan Hartford Central agl so Sept 8-11 L S
Clark sec
Delaware. Delaware Co Fair, Sept 15-18 EA
Furniss, secy
Eaton Preble county fair Sept 21-25 J E Anderson pres, C F Brooke Jr treas, Henry H
Farr sec
Elyria Lorain county fair Sep 29-Oct 2 J L
Reed pres, J E Willard sec and treas,
Findlay Hancock county fair Sep 23-26 M C
Greer pres, J G Hull treas, J J Cole sec
Fostoria Northwestern Ohio Fair Co Sept 8-11
L McKee sec

Fostoria Northwestern Unio ran L McKee sec Fremont Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec

Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec
Gallipolis Aug 18-21 H C Johnson pres, Chas E Clark treas, S H Eagle sec
Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Hederick, secy
Greenville Darke county agl so Aug 24-28 J M Brown pres, F M Bidson treas, Jno P Lucas sec Hillsboro. Highland County Fair, July 21-24. S P Scott, pres't; H L Wiggins, sec'y. Hicksville Hicksville Fair Sept 8-11 J M Ains worth pres, J R Coburn sec
Huntington Sept 8-12
Jefferson Ashtabula county fair Sep 22-25 G S Harvey, pres, L M Cornwell treas, B F Perry Sec

Perry sec

Kenton Hardin county fair Oct 6-9 J M Fishe
pres, F H Rummel treas, A M Rice sec

Kinsman Aug 24-28 H J Forbes sec Lancaster Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McClenoghan Sec Lebanon Warren county fair Sept 8-11 Huse Bone pres, F M Cunningham treas, Geo W Carey sec Lima Allen county fair Sep 8-11 Henry C Adgate pres, A D Miller treas, Miner A At-

mur sec Lisbon Columbiana county fair, Sep 15-17 JF McQueen pres, B N Brown treas, E F Moore

sec London Madison Co Fair Sept 8-11 E B Pan-cake sec

M E Diniora sec lansfield. Sept. 29-Oct 2 Newton Charles, secy larion, Marion county fair Sep 29-Oct 2 Albert Osborn pres, S N Titus treas, J E Waddell

sec
Marietta Washington county fair Sept 2-4 FG
Best pres, J H McConnell treas, J C Brenan sec
Marysville Union Co Fair Sept 22-25 O E Lincoln pres, J J Watts treas, E W Porter sec
Mechanicsburg Central Ohio Fair Aug 4-7 F S
Barr sec

Barr sec

Medina Medina county agl so Sept 8-10 F A

Branch p.es, A T Spitzer treas, Hiram Goodwin sec

Millersburg Holmes county fair Sep 29-Oct 2

G F Gilbert sec

G F Gilbert sec

Montpelier Montpelier union agl so Sept 22,25

F M Eord sec

Mt. Gilead Morrow county fair Oct 6-9 W O

Thuma pres, J M Moody treas, O J Miller sec
Napoleon Henry county fair Sept 15-18 H C

Groeschner pres R B Heller treas J L Halter Sec Napoleon Napoleon Fair Sept 15-18 J L Halter sec Napoleon Napoleon Fair Sept 15-18 J L Halter sec Newark Licking county fair Aug 25-28 C W Martin pres, A J Crilly treas, Ad C Seymour

Sec New Bremen Sept 1-4
New Lexington Perry county fair Sept 15-18
A E Wilson pres, E S Martin treas, Jas E Curran sec
Norwalk. Licking Co Agricultural Society Fair,
Aug 25-28 Ad C Seymour, secy
Ortville. The Great Central Ohio Fair, Oct 6-9
Prodor E Leas secv

Oriville. The Great Central Ohio Fair, Oct 6-9 Proctor E Leas, secy Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, prest; A P Sandles, secy Paulding Paulding county fair Sept 15-18 J L Slager pres, Floyd Atwill treas, F M Bashore sec

Pomeroy Rock Springs Fair Assn. Sept 1-3
B F Knight pres, Edw L Keiser sec
Portsmouth Ohio valley agl so July 28-31 Theo
Doty pres, Floyd L Smith treas, Edgar F
Draper sec
Proctorville Lawrence county fair Sep 9-11
M L Whitley pres, C J Reynolds treas W W
Reckard sec

Ravenna Portage county fair Sept 15-17 C C Gardner pres, Chas A Lambert treas, Lafayette Smith sec Tri-county fair Oct 13-16 JE Robin-

Richwood Tri-county fair Oct 13-16 J E Robinson sec
Salem. The Salem Fair and Exposition Co.
Annual Fair, Sept. 8, 9, 10. Race Meeting
July 34.
Sandusky Sept 22-25 S C Prout pres, C B Wilcox treas, Jno T Mack sec
Sarahaville Noble county fair Sept 16-18 W S
Sarahaville Noble county fair Sept 16-18 W S arahsville Noble county fair Sept 16-18 W S Spriggs pres, C L Hillyer treas, Arthur Mc Williams see

Spriggs pres, C.L. Hillyer treas, Arthur Mc-Williams sec.
Sidney Shelby Co Fair Sept 22-25 JE Russell sec.
Smithfield Jefferson county agl so fair Sept 23-25 A L Sutherland pres, JO Hayne sec.
Springfield Clark Co Fair Aug 25-28 Wm Jenkins sec, Seth
Toledo Sept 21-26
Troy Miami county fair Sept 28-30, Oct 1-2
WI Tenney sec.
Upper Sandusky Wyandott county fair Oct 5-8
S B Gillett pres, Henry Kear treas, Oscar
Bilhardt sec.

Bilhardt sec Urbana. Champaign Co Fair, Aug 18-21, J W Crowl. Sec'y Van Wert Sec'y varren Trumbull county fair Sept 8-11 S F Bartlett pres, O D Morgan treas, Jas L Ken-

Matheta Para, nedy sec
Washington Guernsey county fair Sept 29Oct 2 Maj J W Moore pres, R S Frame treas,
V D Craig sec
Washington C H Fayette county fair Aug 11-14
L C Mallow pres, H D Purcell treas, N B Hall

wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy West Union. West Union Fair, Sept 8-11 T W Rilison, secy Wapakoneta Auglaize Co Fair Sept 22-25 M J Crawford sec Wooster Wayne county fair Sept 1-4 A Cun-ningham pres, W A Wilson preas, I N Kinney sec

Sec Xenia Greene county fair Aug 11-14 R R Zanesville Muskingum county fair Sept 8-11 S A Baldwin pres, Jas E Tanner treas, J D

### OREGON

Salem Oregon State Fair Oct 7-15 C B Irvine

### PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 21-25 W K Mohr, secy Selle Vernon. Oct 6-8 J S Jones sec Sethlehem Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Groman sec

J Walter Lovan pres, Geo La Lovan H A Groman see
Floomsburg Columbia Co Agl Hortic and Mech
Assn Oct 13-17 John S Mensch pres, James
C Brown treas, A N Yost Sec
Burgettstown. Arion Agricultural Association
Fair, Oct 6-8 Hugh Lee, prest; Wm Melvin,
seey, South Burgettstown, Pa

ambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease, trees Cumberland Co Agl Assn Sept 29 to Chas H Mullin pres, John Stock treas,

W H M'Crea sec Carmichaels Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec ey treas, L. W Gwynn sec anton Cochranton Agi So Sept 16-18 Smith pres, Jess Moore treas, John H

Adams sec Forkville Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, JL Hoagland

sec
Hartington. Sept. 8-10. S J Young, sec'y.
Kittanning Aug 18-23 T McConnell sec
Kultztown. Keystone Co Agl & Hor Soc Fair,
Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa
J D Warner. Treas; J P Hines, Sec'y
Leighton Carbon county industrial so Sept 29
Oct 2 H Miller pres, V Schwarz treas, C W
Bower sec

Bower sec
Gitton Milton driving park and fair assn Oct
6-9 W A Dean pres, M H Barr treas, H W
Chamberlain sec
Mercer Mercer central agl assn Sept 29-Oct 1

ercer Mercer central agl assn Sept 29-Oct 1 Jno P Orr sec ew Castle Lawrence county agl so Aug 25-28 A L Martin s c arkers' Landing Parker agr assn Sept 8-11 G A Neidle sec

G A Neidle sec

R B Neidler treas, T C Brown sec

Stroudsburg Monroe county agl so Sept 8-12

J H Shull pres, R B Keller treas, T C Brown sec

Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24

R J McClure, Pres't, Sandy Lake, Pa; R P

Cann Treas; J P Hines, Sec'y

Pitusville O C V Agl Assn Sept 8-11 C M Hayes

sec

Washington Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Inline I advances Vestfield Cowanesque Valley Agi Soc Sept 15-18 Charles C Williams sec

### RHODE ISLAND.

Cranston Rhode Island state fair assn Sept 7-11 F E Perkins pres, E H Potter treas, W W Dexter see Joonsocket Sept 15-17 Coi John W Ellis pres, John R Boyden see

### TENNESSEE

Columbia. Columbia Fair Association Fair, Oct 69 W P Waldrige Pres't: J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn Dyersburg Dyer Co Fair Assn Oct 8-12 T C Gordon sec Gordon sec furfreesboro Rutherford county fair assn Oct 1-3 W R Jarratt sec, T W Cox treas, J C Cul-

### TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, prest; L K Tarver, secy Corsicana Oct 6-9 F C Hand sec Dallas Texas State Fair and Dallas Exp Oct 10-25 J T Trenzaut pres. C A Cour sec Galveston Texas Coast Fair Oct 27-21 R T

Waterica pices, Joseph Sec
Hillsboro Hill Co Fair Oct 28-30
Taylor Taylor Fair Assn May 6-8 Mrs J J
Hayslip pres, A J McCarty sec
Victoria Soutowest Texas Fair Oot 6-10 L D
Heaton pres, D H Regan treas, L N Hofer sec

VERMONT.

Sarre. Washington and Orange Counties Fair (open to the world), at Granite City Trotting Fark, August 18-21 J Dunlop Smith, pres't; Herbert A Rugg, see'y Brandon. Brandon Fair Association Fair, Sept 16-17
Fair Haven Western Vermont agl so Sept 22-25
Sept 22-55 E Bussey pres, H K Sheldon sec

R C Reed treas
Rutland. Rutland Co. Agricultural Society Fair,
Sept. 8-11. G T Chaffey, pres't; F A Field,
sec'y.
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24
J E Montague, Pres't; H C Lockwood, Treas;
John S Eaton. Sec'y
Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

### VIRGINIA.

Leesburg Loudoun Co L St Exh Assn Aug 25 27
H C Seilman sec Leesburg Loudon Co. 2 C. H. C. Sellman sec Richmond Virginia state agl and mech so Oct 13-16 J S Watkins pres, W G Owens sec Staunton Sept 8-11 G A Mowry pres, Heberker sec Suffolk Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

### WEST VIRGINIA.

Clarksburg Sept 3-5 New Martinsville Sept 1-4 S R Martin sec Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

### WASHINGTON.

North Yakima Wash State Fair Comm Sept 28 to Oct 3 A B Weed pres, Fred Parker treas, John Reed sec.

Spokane Fruit Fair Assn Oct 1-3
Finch pres, F W Smith genl mgr
Tacoma Peirce Co Agl and Indi Soc Sept 14 20 A C Young pres

### WISCONSIN.

Amherst Portage county agl so Sept 15-17 John Een sec

Antigo Langlade county agl so Sept 14-16 John

McGrier sec Appleton Appleton Track and Driving Park Sept 1-4 M F Barteau

Chetek. Barron Co Fair, Sept 9-11 Jos E Cartwright secy
Chilton Calumet county agl so Sept 7-9 L D
Dorschell sec
Chippewa Falls Northwestern Wis agl and ind
assn Sept 14-19 Jesse R Sharp secy
Cumberland Cumberland Agl and Driving Park
Assn Sept 24 H S Comstock
Darlington, Aug 25-28 James Haskin. Pres 1;
David Schrieter, Treas; Geo F West, Sec y
Dodgeville Iowa county agl so Aug 18-21 J M
Reese sec
Durand Pepin county agl so Sept 23-25 J J
Morgan, sec
Elkhorn Walworth county agl so Sept 29-Oct 2
S Mitchell sec

S Mitchell sec
Ellsworth Pierce county fair Sept 23-25 J C
Denniston sec
Fennimore Trotting Meeting Sept 23-25 Wm ston sec ore Trotting Meeting Sept 23-25 Wm Fennimore Trotting Meeting Sept 23-25 Wm Rogers pres
Fon du Lac Fon du Lac Kite Park Sept 8-12
D W McKenna sec
Friendship Adams county agl so Sept 21-23
E Knight sec
Galesville. Trempelean County Agricultural

Friendship Adams county agi so Sept 21-23
E Knight see
Galesville. Trempeleau County Agricultural
Society. August 18-21 F. G. Davis, seey.
Glenwood St. Croix Western Wisconsin Sept
9-11 D H Syme
Grantsburg. Burnett Co Agricultural Society
Fair, Sept 9-11
Green Bay Brown county Sept 8-11 D W Flatlev

ley
Hortonville Outagamie county agl so Sept 22-25
H T Buck sec udson St Croix county agr so Sept 16-18 H F Dinsmore, sec Dinsmore, sec Janesville Rock county Sept 15-18 D W Watt sec Jefferson Jefferson county agl so Sept 15-18

J.L. Kearney sec Jonesville. \$25,000 Trotting and Pacing Meet-ing, July 21-25 Kewauuee Juneau county Sept 16-19 Adolph Ebel Ebel Lancaster. Grant County Agricultural Associa-tion Fair, Sept 16-18 Delos Abrams, prest; T A rr, secy Lodi union agr so Sept 9-11 A H Hinds

Sec. Manitowoc Manitowoc county agl so Sept 9-12
C H Sedgwick sec
Mauston Juneau county agl so Sept 8-10 I C
Baldwin sec
Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, prest;
J B Chickering, treas: Geo Gallaway, secy
Merrillan Merillan D P & Aassn Aug 25-28
A D Merrillan

Merrillan Merillan DP&A assn Aug 25-28
AD Merrillase
Milwaukee, Wisconsin State Fair, Sept 21-26
T J Fleming, secy, Madison, Wis
Mineral Point Southwesteru Wisconsin fair
Sept 8-11 W H Bennett sec
Mondovi Buffalo county agl so Aug 26-28 Alex longovi Dunato County agi so Sept 2-5 R A
Etter pres, Frank Smock see

Etter pres, Frank Smock sec

[Etter pres, Frank Smock sec

[Figure 1]

[Figure 2]

[Figure 3]

[Figure 3]

[Figure 3]

[Figure 3]

[Figure 3]

[Figure 3]

[Figure 4]

[Figure

New London Waupaca, New London Fair and Racing Sept 15-18 Geo Werner Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition. Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec y. Willips, Price Co. John Lains, Prest; Geo Hilton, Treas; C E Angell, Sec y. Phillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruff, secy ond du Lac Fond du Lac Kite Park Sept 8-12 D W McKenna nna umbia county Sept 15-17 Kennedy

i Rio ider Oneida county Sept 7-9 A M Rhinelander Oneida County
Rogers
Richland Center Richland county agl assn
Sept 29-Oct 2 J G Bunnell see
Rio Columbia county agl so Sept 15-17 Ken-

Sept 29-Oct 2 J G Bunnell sec
Rio Columbia county agl so Sept 15-17 Kennedy Scott sec
Seymour Seymour Fair and Driving Park Sept
10-12 H J Van Varen
Shawano Shawano county Sept 28-30 Louis C
Bold
St Croix Falls Polk county fair so Sept 23-25
Fred Hudson sec
Stevens Point Cen Wis Agl Mech & Scientific
assn Aug 25-27 Geo E Oster sec
Society Fair. Aug 25-28 S E Houghton, prest;
A J Kellman, treas; F G Davis, secy
Tomah Monroe county agl so Sept 22-24 M L
Hineman sec
Viroqua Vernon county agl so Sept 25-28
G F H Barber sec
Waukesha Waukesha county agl so Sept 17-19
E B Thayer sec
Wausum Marathon county agl so Sept 23-25
W Berray sec
Wauseau Waushara county agl so Sept 23-25
W Berray sec
Weyauwega Waupaca county Sept 22-25 A L
Hutchinson
West Superior Douglas county agl so Sept 20-20

West Superior Douglas county agl so Sept 29-Oct 1 Jas S Bishop sec

West Bend Washington county agl so Sept 26-28

Joseph Ott sec

Joseph Ott sec

West Salem Lacrosse county agl so Sept 29Oct 1 O S Sisson sec

Whitehall Trempealeau county Ind Agl and
D P assn Sept 1-4 F A George pres, E N

Trowbridge treas, H H Scott sec

JUNE, 1806.

Mahon sec.

Peterborough, Ont Central Hxhibition Sept 21-23 Geo B Elliott pres, W J Green sec.

Sherbrooke, Que Great Eastern Exhibition Aug 31-Sept 5 H R Fraser sec.

Stanstead, Que Stanstead fair Aug 19-20 H E Channel sec.

St John N B St John Exh Assn Sept 22 to Oct 2 Chas A Everett sec.

Vankleek Hill, Ont Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec.

### Expositions.

Baltimore, Md. 1896. Indefinite
City of Mexico. International Exposition, Dedication as a National Exhibit. Apr. Opens as an International Exposition. Sept. 15.
Cleveland, O. Centennial Exposition commen-

ces, July 22.
Dallas, Tex. 1896. Oct. 12 to Nov. 15.
Milwaukee. Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager
Montreal Montreal Exp Co Sept 10-19 S C Stevenson sec

Stevenson sec

Nashville, Tenn. 1896. Sept. 1 to Dec. 24.

Dmaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

t Louis Mo. 1896. Indefinite.

Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12 H J Hill, manager and secy

## Conventions, etc.

Boston, Mass. Keokuk, Iowa Fourth of July Celebration. St. Paul, Minn. G. A. R. Reunion, Sept. 2-5. St. Louis, Mo. National Republican Convention, June 16.

Minneapolis, Minn. K. of P. Convention, Aug.

Minneapolis, Minn. K. of P. Convention, Aug. 31-Sept. 5 Grand Rapids, Mich. United States Letter Carriers' National convention. Sept. Robert Milne, cor. sec'y.
Santa Cruz, Cal. Water Carnival, June.
Minneapolis, Minn. American Philatelic Association. Aug.

Minneapolis, Minn. American Philatelic Association, Aug.
New London, Conn. Celebration of New London's 250th Anniversary, May 6-7.
Johnstown, Pa. Firemen's State Convention, October, 1896,
Pittsburgh, Pa. National Prohibition Convention, May 27.
Lockport, N. Y. Firemen's State Convention, Anonet

August
Buffalo, N. Y. National Educational Association Convention, July 7-11.
Beloit Kas.

Buffalo, N. Y. National Educational Associa-tion Convention, July 7-11.
Beloit, Kas. Annual Encampment Kansas G. A. R., April 21.
Council Bluffs, Ia. Y. P. S. C. E. of Iowa State Convention, Aug. 25-27.
Milwaukec, Wis. National Republican League Convention in August.
Chicago, Ill. National Democratic Convention. July 7.

Chicago, III. National Democratic Convention, July 7.
Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.
Richmond, Va. United Confederate Veterans Reunion, June 30, July 2
St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20, Philadelphia, Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y.
Boston, Mass. Bench Show New England Kennel Club, April 20-23. Boston, Mass. Benefit Show Area.

nel Club, April 20-23.

Canandaigua, N. Y. State Convention Knights
of Pythias, July, 1896.

Minneapolis, Minn. Philatelic Sons of America

Minneapolis, Minn.
August
August
Cedar Rapids, Ia. State Bicycle Meet, July 3 & 4
Cincinnati, O., July 8-00. Grand Lodge B P O E
Louisville, Ky. L A W Meet

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# 

Kittanning, Fa., Aug. 18 to 21 Otturiwa, Ia., (mile trach) Aug. 18 to 21 Belton, Mo., Aug. 18 to 22 Alpena, Mich., Aug. 19 to 21 Galesbury, Ill., Aug. 24 to 29 Boston, Mass., (New England Breeders) A Sioux City, Ia., May 27 to 30
Johnstown, Pa., May 29 to 30
Colorado Springs, Col., May 30 to June 1
Columbus, O., June 1 to 5
Concord, N. H., June 1 to 6
Oswego, Mich., June 2 to 4
Fleetwood, N. Y., June 2 to 5
Fort Huron, Mich., June 2 to 5
Fort Huron, Mich., June 2 to 5
Hamburg, Ont., June 3 to 4
New Hamburg, Ont., June 3 to 4
Denver, Col., (Overland Park) June 6 to 13
Stratford, Ont., June 9 to 11
Bancroft, Mich., June 9 to 11
Cleveland, O., (South Cleveland Driving Park)
June 9 to 12 Belton, Mo., Aug., 18 to 22
Alpena, Mich., Aug., 19 to 22
Alpena, Mich., Aug., 19 to 22
Alpena, Mich., Aug., 19 to 27
Galesburr, Ill., Aug., 24 to 29
Boston, Mass., (New England Breeders) Aug. 25
Fana, Ill., Aug., 25 to 28
Franklort, Ind., Aug., 25 to 28
Fyroming, Ill., Aug., 25 to 28
Champaign, Ill., Aug., 25 to 28
Champaign, Ill., Aug., 25 to 28
Champaign, Ill., Aug., 25 to 28
Woodstock, Ill., Aug., 25 to 29
Olathe, Kan., Aug., 25 to 29
Newcastle, Pa., Aug., 25 to 29
Trentum, Pa., Aug., 25 to 29
Trentum, Pa., Aug., 25 to 29
Columbus Junction, Ia., Aug., 25 to 29
Oskaloosa, Ia., Aug., 25 to 29
Oskaloosa, Ia., Aug., 25 to 29
Columbus Junction, Ia., Aug., 31 to Sept. 3
Omaha, Neb., (Cittle Fair) Aug., 31 to Sept. 4
Syracuse, N. Y., Aug., 31 to Sept. 4
Syracuse, N. Y., Aug., 31 to Sept. 4
Syringheld, Mo., Aug., 31 to Sept. 4
Springheld, Mo., Aug., 31 to Sept. 5
Rockville, Md., Sept., 1 to 4
Eldon, Ia., Sept., 1 to 4
Eldon, Ia., Sept., 1 to 4
Waverly, N. J., Sept., 1 to 4
Le Roy, Ill., Sept., 1 to 4
Le Roy, Ill., Sept., 1 to 4
Fonda, Ia., Sept., 1 to 4
Fonda, Ia., Sept., 1 to 4
Fonda, Ia., Sept., 1 to 5
Concord, N. H., Sept., 1 to 5
Chanute, Kan., Sept., 1 to 5
Marietta, O., Sept., 2 to 4
Chilton, Wis., Sept., 7 to 11
Columbus, O., Sept., 7 to 11
Columbus, O., Sept., 7 to 11
Columbus, O., Sept., 8 to 11
Cleveland, O., (South Cleveland Driving Park)
Sept., 8 to 11
Cascade, Ia., Sept., 8 to 11
Delavan, Ill., Sept., 8 to 11
Medford, Mass., (Mystic Park) Sept., 8 to 11
Rochester, Minn., (S. Minn., Fair Assn.) Sept., 3 to 12
Somerville, N. J., Sept., 8 to 12
Somerville, N. J., Sept., 8 to 12
Somerville, N. J., Sept., 8 to 12 0., June 9 to 12 l, Mass., (Hick's track) June 9 to 12 Sidney, O., June 9 to 12
Medford, Mass., (Hick's track) June 9 to 12
Omaha, Neb., June 9 to 13
Tilsonburg, Ont., June 16 to 18
Ottumwa, Ia., June 16 to 18
Medford, Mass., (Mystic Park) June 16 to 19
Lima, O., June 16 to 19
Lima, O., June 16 to 20
Mincola, L. I., June 17 to 18
New London, Wis., June 17 to 18
Fenton, Mich., June 17 to 18
Manchester, Ia., June 18 to 19
Lake Geneva, Wis., June 20
Saugus, Mass., June 22 to 26
Holly, Mich., June 23 to 25
St. Thomas, Out., June 23 to 25
Dubuque, Ia., June 23 to 26
Bradford, Pa., June 23 to 26
Oshkosh, Wis., June 24 to 25
Lake Geneva, Wis., June 27
Chicago, (N.-W. A. T. & P. H. B.) June 27 to
July 4
Detmit Mich. (Michland, Death Vane July 4 Detroit, Mich., (Highland Park) June 30 to July 4 Chicago, Ill., (Washington Perk) June 30 to

July 4
Chicago, Ill., (Washington Perk) June 30 to July 4
Medford, Mass., (Hick's track) June 30 to July 4
Concord, N. H., June 30 to July 4
Cambridge City, Ind., June 30 to July 4
Anaconda, Mont., June 30 to July 18
Peoria, Ill., July 1 to 4
Ilamilton, Ont., July 1 to 4
Sioux City, Ia., July 1 to 4
Bloomington, Ill., July 1 to 4
Peoria, Ill., July 1 to 4
Bloomington, Ill., July 1 to 4
Oshkosh, Wis., July 1 to 4
Johnstown, Pa., July 1 to 4
St. Marys, Pa., July 2 to 4
Youngstown, O., July 2 to 4
Oskaloosa, Ia., July 2 to 4
Canton, O., July 2 to 4
Canton, O., July 2 to 4
Canton, O., July 2 to 4
City Mays, July 4
Lake Geneva, Wis., July 4
Lake Geneva, Wis., July 4
Lake Geneva, Wis., July 3 to 4
Alton, Ill., July 4 to 7
Crand Rapids, Mich., July 6 to 10
Joliet, Ill., (Ingall's Park) July 6 to 10
Windsor, Ont., July 6 to 11
Davenport, Ia., July 7 to 10
Elkhart, Ind., July 7 to 10
Cleveland, O., (South Cleveland Driving Park)
July 7 to 10
Mendota, Ill., July 7 to 10

Cleveland, O., (South Cleveland Driving Park Aug. 4 to 7
Mechanicsburg, O., Aug. 4 to 7
Mechanicsburg, O., Aug. 4 to 7
Chillicothe, O., Aug. 4 to 7
Hagerstown, Ind., Aug. 4 to 7
Hagerstown, Ind., Aug. 4 to 7
Griggswille, Ill., Aug. 4 to 7
Youngstown, O., Aug. 5 to 7
Rushville, Ill., Aug. 10 to 14
Bloomington, Ill, Aug. 10 to 14
Sheridan, Iud, Aug. 10 to 14
Fort Wayne, Ind., Aug. 10 to 13
Webster City, In., Aug. 11 to 14
Warren, O., Aug. 11 to 14
Warren, O., Aug. 11 to 14
Macomb, Ill., Aug. 17 to 21
Lebanon, Ind., Aug. 18 to 21
Independence, Ia., Aug. 18 to 21
Independence, Ia., Aug. 18 to 21
Anamosa, Ia., Aug. 18 to 21

to 12
Somerville, N. J., Sept. 8 to 12
Iola, Kan., Sept. 8 to 12
Greensburg, Pa., Sept. 8 to 12
Greensburg, Pa., Sept. 8 to 12
McIan, Mo., Sept. 9 to 12
Seymour, Wis., Sept. 11 to 12
Sioux City, Ia., Sept. 17 to 19
Detroit, Mich., (Detroit Driving Club) Sept. 12
0 19

Detroit, Mich., (Detroit Driving (to 19)
Burlington, Kan., Sept. 14 to 18
Sandwich, Ill., Sept. 14 to 18
Oshkosh, Wis., Sept. 14 to 18
Oshkosh, Wis., Sept. 14 to 18
Evansville, Ind., Sept. 14 to 18
Warren, Ill., Sept. 15 to 18
Indianapolis, Ind., Sept. 15 to 19
Greenville, Pa., Sept. 15 to 17
Avon, Ill., Sept. 15 to 18
New London, Wis., Sept. 15 to 18
Reading, Pa., Sept. 15 to 18
Bethlehem, Pa., Sept. 15 to 18
Holstein, Ia., Sept. 15 to 18
Indiana, Pa., Sept. 15 to 19
Washington, Pa., Sept. 15 to 19 Cleveland, Ö., (South Cleveland Driving Park)
July 7 to 10
Mendota, Ill., July 7 to 10
Medford, Mass., (Mystic Park) July 7 to 10
Lake Geneva, Wis., July 11 to 18
Saugus, Mass., July 13 to 18
Sarnia, Ont., July 14 to 16
Galesburg, Ill., July 14 to 17
Aurora, Ill., (Illinois Velley Circuit) July 14 to 17
Detroit, Mich., (Detroit Driving Club) July 18
to 25 Indiana, Pa., Sept. 15 to 19
Washington, Pa., Sept. 15 to 19
Orange City, Ia., Sept. 16 to 18
Lancaster, Wis., Sept., 16 to 18
Johnstown, Pa., Sept. 17 to 19
Terre Haute, Ind., Sept. 21 to 25
Allentown, Pa., Sept. 22 to 25
Toledo, O., Sept 22 to 25
Dryden, N. Y., Sept. 22 to 24
Stoneboro, Pa., Sept. 22 to 24
Taunton, Mass., Sept. 22 to 24
Cleveland, O., (Cleveland Driving Park) Sept. 22 to 25
La to 26

Detroit, Mich., (Detroit Driving Club) July 18
to 25
Butte, Mont., July 20 to Aug. 15
Aylmer, Ont., July 22 to 23
Roodhouse, Ill., July 21 to 24
Circleville, O., July 21 to 24
Ottawa, Ill., (Illinois Valley Circuit) July 21 to 24
Joliet, Ill., (Riverside Park) July 21 to 24
Streator, Ill., July 21 to 25
Atchison, Kam., July 22 to 25
Holton, Kam., July 27 to 30
Coldwater, Mich., July 28 to 29
La Salle, Ill., July 28 to 31
Quincy, Ill., July 28 to 31
Quincy, Ill., July 28 to 31
Cicveland, O., (Cieveland Driving Park) July 27
to Aug. 1
Columbus O. Aug. 25 Cieveianu, G., (Sept. 22 to 25 Chagrin Falls, O., Sept. 22 to 25 Rochester, N. H., Sept. 22 to 25 Centerville, Mich., Sept. 22 to 25 Weyauwega, Wis., Sept. 22 to 25 Wapakoneta, O., Sept. 22 to 25 Carrolton, O., Sept. 22 to 25 Lenox, Ia., Sept. 22 to 25 Minneola, L. I., Sept. 22 to 26 Beaver, Pa., Sept. 22 to 26 Waynesburg, Pa., Sept. 22 to 26 Fennimore, Wis., Sept. 23 to 25 Boston, Mass., (New England Bree Cleveiand, O., (Cleveiand L.)
IO Aug. 1
Columbus, O., Aug. 3 to 7
Bainbridge, Ind., Aug. 3 to 7
Concord, N. H., Aug. 3 to 8
Wingham, Ont., Aug. 4 to 6
Cleveland, O., (South Cleveland Driving Park)

Boston, Manager 128 to Oct. 3 Springfield, Ill., Sept. 28 to Oct. 3 Louisville, Ky., Sept. 28 to Oct. 3 Carrolton, O., Sept. 29 to Oct. 2 Chillicothe, Mo., Sept. 29 to Oct. 2 Chillicothe, Mo., Sept. 29 to Oct. 2
Akron, O., Sept. 29 to Oct. 2
Warren, O., Sept. 29 to Oct. 2
Trenton, N. J., Sept. 29 to Oct. 2
Trenton, N. J., Sept. 29 to Oct. 2
Millersburg, O., Sept. 29 to Oct. 2
Paola, Kan., Sept. 29 to Oct. 2
Carlisle, Pa., Sept. 29 to Oct. 2
Burgettown, Pa., Sept. 29 to Oct. 3
Uniontown, Pa., Sept. 29 to Oct. 3
Rochester, Ind., Oct. 1 to 3
Concord, N. H., Oct. 5 to 10
Mound City, Kan., Oct. 6 to 9
Cleveland, O., (South Cleveland Driving Park)
oct. 6 to 9

Cieveiand, O., (South Cleveland Driving P Oct. 6 to 9 Kenton, O., Oct. 6 to 9 Medford, Mass., (Mystic Park) Oct. 6 to 9 Joliet, Ili., (Ingall's Park) Oct. 6 to 10 Lexington, Ky., Oct. 6 to 16 Portland, Ore., Oct. 7 to 14 Johnstown, Pa., Oct. 8 to 10 Richwood, O., Oct. 13 to 16



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### STOCK LETTERS For Streamers and Stands

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### DISTRIBUTORS' CHAT.

The real annual meeting of the International Association of Distributors will take place at the Leland Hotel, July 24. the majority of the members having sig-nified their intention of recognizing the deliberations and proceeding meeting as official.

Clarence E. Runey, who is an enthu-siastic advocate of the principles upon which the International Association of Distributors is founded, has been writing large advertisers for expressions of opin ion. The following letter is a fair sample of many received:

of many received:

CLARENCE E. RUNEY,

Waukegan, Ill.

Dear Sir—In reply to your letter will say, I think it would be a great thing to have an organization of reliable distributors. The great trouble is in picking out those who are reliable and will do the work honestly. We are sure a great many firms would be glad to distribute books and other advertising matter if they were only sure the work would be honestly done. Now we find a great many people have given distributing up because they could not find reliable agents.

Yours respectfully, ts.
Yours respectfully,
THE KICKAPOO INDIAN MED, Co,
Per Bigelow.

The Sen-Sen Co., of Rochester, N. Y. are distributing samples of their remedy.

The Charles E. Hires Co., 117 and 119 Arch St., Philadelphia, are distributing booklets.

The Louis Dandelion Co., of Worchester, Mass., are putting out four-page newspapers.

# Dictures

& Attract attention quicker, tell # more in a small space and reach # more people than ordinary prints s ed typography.

# The Helleberg. Photo-Graving Co.

Make PICTURES of all sorts, of or all purpoxes.

& Views, Buildings, Portraits, & Catalogue Illustrations, Cards 3 3 and Newspaper Cuts.

We do no Printing, Only Make the Cuts.

717 Sycamore St. CINCINNATI. O.

Our New Uncle Samone Sheet

SEND FOR SAMPLE, FREE.

The Great Hanner Balloon Co. FURNISH

Special Attractions and Features for Fairs. Balloon Ascensions,

> Trapeze Performances, Slide for Life, Bicycle Acts. Tight Rope Performance.

Parachute Drops,

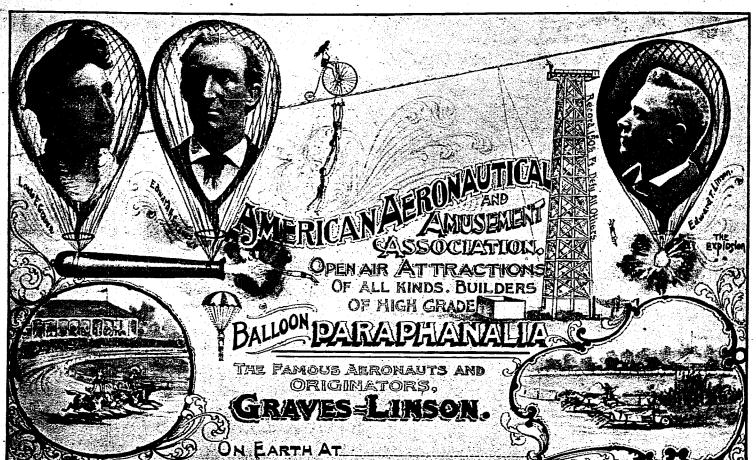
Tower Dive, Chariot Races, Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.

snine.
special posters and lithographs, which we furnish. Address,
Our artists are the champions in their respective lines and are featured with

C. E. HANNER, Secretary,

CINCINNATI, O.



A Great Fair Attraction

# Kemp Sisters

hippodrome and Wild West,

Congress of Fancy and Rough Riders and Crack Shots.

G. P. KEMP. Managing Proprietor nt Address, EL PASO, ILL.



### Stevens Point, Wis. **AUGUST 25-27, 1896.**

GEO. E. OSTER, Sec'y.

Entry Books and Account Books

Fair Managers.

My Books Fit the Business. Pull out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was 

Send for Sample Leaves

If you want to pay \$5.00 for a good thing.

# The Pickaway Breeders' Association Company.

State Fair and Races--- Circleville, Ohio. July 21, 22, 23, and 24, 1806.

W. E. MORRIS. Pres't. W. S. SMITH, Treas. EXCELLENT RACES. LARGE PURSES.

or Celebration is complete now a-uays without a good balloon attraction. The people expect it, and will go to see it again and again. LIKE or Celebration is complete now a-days without THE CIRCUS and the horse race it has come to stay.

But, how about balloon fakes, who, with their old rotten balloons, disappoint and disgust the people? O! there are lots of them. Mr. Secretary or Mr. Manager did you engage that kind last season? THERE ARE A FEW reputable and strictly reliable æronauts if you know where to find them. THEY DO NOT COMPETE with the "bum" class, but their prices are right for GOOD HONEST WORK.

DON'T BE DECEIVED by big sounding names and red letter heads, but send for circulars and full particulars to C. H. KABRICH, Sturgis, Mich.

America's Famous Death Defying AERONAUTS.

### Leroy Sisters.



Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebra-tions, etc., for single and double

### BALLOON ASCENSIC 'S,

Balloon Races, Sensational Night Ascensions, all with Parachute Leaps. The greatest drawing attraction in America.
Notice to Managers: We furnish everything complete, take all chances on weather and property and guarantee every ascension as per agreement or don't ask a cent of your money. Furnish all kinds of printing. For terms and particulars, address

LEROY SISTERS, BILLBOARD ADVERTISING, Cincinnati, O.

PEPIN CO. AGRICULTURAL SOCIETY

Will be held at Durand, Wis., Sept. 23, 24 & 25, 1896. We have the best half-mile track in the state, pleasant grounds, good accommodations all 'round, and always have a successful Fair. P. J. RYAN, Pres't. J. J. MORGAN, Sec.

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

Estimates cheerfully furnished.

JUNE 1896.

Efficient and Prompt Service at all times

Leading Theatres are our clients.

Nos. 395-397 WEST HARRISON STREET.

SAY!

We Contract

23 Broadway,

Increasing Facilities Daily.

Work for the following Theatres: Auditorium, McVickers, Grand, Havlins, Marlowe, Columbia, Schiller, Haymarket.

## Distributors and

- General ®
- Advertisers.

We have assumed absolute control of Illinois Central R. R. Bill Posting. The Greatest Suburban Road in the

Mr. Advertiser, Let Us Give You Pointers!

Distributing

We Post NANTICOKE Situated in the Heart of the Coal Regions.

Oplinger & Butkiewicz,

P. S.—There are millions of cripples who never enjoy the fresh air of the streets,

Fairs and Farmers of Pennsylvania

they never see posters, then, how to reach them? Circulars! And the cheapest way

is by contracting for the United States through us. We can guarantee you A No. 1

service, and you never have to bother your head as to who is doing the distributing,

Tembers of the Progressive and Only Inter-state Bill Posters' Protective Association.

213 N, EIGHTH STREET, ST. LOUIS, MO. SICH ADVERTISERS, BILL POSTERS,

HUIEST-STOUT SIGN CO ■.WORD BU HOTAW

ESTABLISHED 1864.

# ALBERT WEBER. Licensed Bill Poster and Distributor,

My reference is my work, which speaks louder than words.

Office, 330 Camp Street,

NEW ORLEANS. LA

Bill Posting. Sign Advertising. Distributing. 180,000 Square Feet of Billboards.

We own and control all the Principal and Best Boards in . . . TOPEKA, KAS.

We Paint all kinds of Fence Signs and Guar-L. M. CRAWFORD, Mgr.

And Do Work in a

WE GUARANTEE

IN '95 OVER 100.000



We Gave Satisfaction in '95and

ALL THE FARMERS GO TO THE BLOOMSBURG FAIR.

WE CONTROL THE DISTRIBUTION SITUATION.

NANTICOKE, PA.

150.000 EXPECTED.

KANSAS

ST. JOSEPH. MO.

GENERAL OFFICE, TOPEKA, KAS

75,000 READERS DAILY.

# DONALDSON'S New Dictorial Dosters.



The above cut is as good a half-tone as we could obtain in the limited time at our command. It does not do the bill any-

thing like justice, and will be made over at once. It is supposed to represent our new fifteen-sheet FURNITURE

POSTER. & One of the best stands ever printed. & It sells at sight. It measures six feet high and seventeen feet long. Photographs free to agents and bill posters. Samples, \$1.00 Each.

Prices Cross-lined, that is to say, reading matter

printed across the top of the stand: 5 for \$10.00 | 20 for \$25.00 | 75 for \$ 75.00 10 for 15.00 | 25 for 30.00 | 100 for 95.00 15 for 19.30 | 50 for 55.00 | 150 for 135.00 Prices with Streamers, (a five-sheet streamer), making a twenty sheet stand in all:

5 for \$12.00 | 20 for \$29.00 | 75 for \$ 81.00 10 for 18 00 | 25 for 34.50 | 100 for 132.00 15 for 23.00 | 50 for 60.00 | 150 for 145.00

We have also recently issued new designs in Posters for

Newspapers, Fairs, Races, Eicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Free to Agents, Bill Posters and Job Printers.

NOTE.—Our New Designs for the Fall, Winter and Holiday Trade will be ready on or about June 20.



CINCINNATI.

### THE DONALDSON GUIDE

3d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and C.mada, with a full and complete description of each.

act.
It gives the population of the town.
It gives the population of the county.
It gives the name of the bill poster.

It gives his street address.
It gives the name of the distributer.

JUNE, 1896.

t gives his street address. t gives the name of the opera house. t gives the name of the local manager.

It gives the name of the local manager.
It gives the names of the halls.
It gives the names of their managers.
It gives the names of the newspapers.
It gives the names of the editors.
It gives the date of publication.
It gives the names of the dramatic critics
It gives the names of the dramatic cor-

respondents.
It gives the name of a good attorney.

It will be a manual of useful inform It will be a manual of useful informa-tion for advertisers, showmen, and the-atrical managers and agents. The book will consist of over four hundred pages, 7x10½, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher the showman's encyclopedia and

NAME Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued. complete and exhaustive guide ever issued. The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which is not book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

by the publisher and can be not upon application.
It is to the interest of every bill poster and distributer to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

It will bring you business.

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a ARE

ADS
ARE
CHEAP

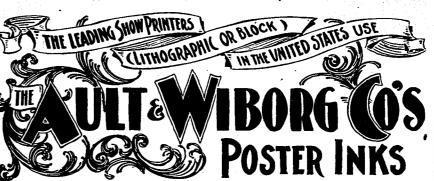
REMEMBER, that the DONALDSON

REMEMBER, that the DUNALDSUN GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested

It deserves will be a big thing for all parties interested.

The price of the Donaldson Guide is \$3.00 each, and it is worth many times its cost to those who nee lit. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions of advertisements, a copy of the current edition, of which a few are still on hand, will be sent upon or inquiries to the publisher.

W. H. DONALDSON, Cincinnati, Ohio.



ARE YOU ONE OF THEM? THE AULTS WIBORG (O CINCINNATIS NEW YORKS CHICAGOS

# **ELDER, JENKS & RABORG**



'Excelsior' Circus Paste BII L POSTERS' BRUSHE

Made of Hard Wood head, best long Russian Bristler, copper wired. The most practical and reliable brush made.

Will not come apart, Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada,

Size y inch. Price \$30.00 per doz. \$3.25 Each. Extra Extra for Circuses. \$40.00 per Doz. \$4.00 Each Sent C, O, D, to all parts of ELDER. JENKS & RABORG

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

31 & 33

SOUTH FIFTH STREET, BROOKLYN, N. Y.



IT'S AN BLEGANT CHEW. FALLS CITY TOBACCO WORKS, 117 & 119 Builitt St., Louisville,

Tet's Get

Acquainted?

Send for our Specimen Book; that will introduce us, but
Don't forget to ask about our CHINESE BLACK.

"Jnst for fun, you know—not business—for, of course, you are 'perfectly suited' and would not change your ink for your father."
Yes, we know; sounds natural

# **Eagle Printing Ink & Color Works**

1 48-152 Monrce Street, bicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper

# Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of adver-

Enables you to profit by the experiences-and adopt the methods of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and

Instructs you - and exemplifies how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in

Subscription price Now 4s a

10 Spruce Street, New York.

entirely overcome by
Pech's Pat. Imper'd TUBUL AR EAR GUSHIONS
Whispers, Conversation and Music heard, Comlortable; Self-Adjusting and Unseen. Successful
we nail other Remedies Patis. Soft only by

130.000 Surface Feet of Bill Boards

Chamberlin. Barhydt & Co.

**BURLINGTON, IOWA.** 

We post what you pay for. You get a show for your money.

# **Poster Posters**

Of the Ilississippi Valley.

Inter-state Prices.

Our Boards are all new—built of matched lumber, painted tops and ends, with mould ing and weather strips.

Our Work Will Not Wash

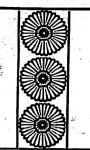
Or blow off of the boards, and a protecte display means something.

PEORIA, ILLINOIS.

62,000 Population.

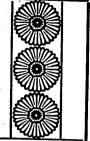
Has the finest equipment and plant in the West.
Paper pasted there is money well spent.
We also control plants in Davenport, Cska-loosa, Marshalltown, Quincy, Burlington, Fort Madison, constituting the Iowa and Illinois

Designe



# G. RUNEY & SONS,

— Bill Posters, Distributors and Sign Contractors, —



G. RUNEY AND SON WAUKEGAN, ILL, CIRCUIT 18 CITIES.



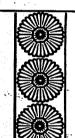
SO NORTH CHICAGO 100 GRAYS LAKE 75 LAKE FOREST 250 ANTIOCH 75 FORT SHERIDAN 50 PIKEVILLE 200 HIGHLAND PARK 250 RUSSELL 50 DEERFIELD 150 WADSWORT 150 LIBERTYVILLE 250 GURNEE 50 ROCKEFELLER 100 WARRENTO 50 WANHOE 1000 WAUKEGAN

3000 RUNNING FEET OF BILL BOARDS BUY NEW YEARS PRESENTS FOR MEN & BOYS



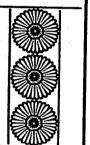
BRADSTREET'S R.G. DUNN & CO. BILL BOARD ADVERTISING

ADVERTISE IN THE JOURNAL PUBLISHED MONTHLY BY G. RUNEY & SON. CIRCULATION 6000.



Members of the Inter-state Birl Posters' Protective Association.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN



**@@@@@@@@@@@@**@@@@@@ Merchant

You Stick to the People, and They will Stick to You, and the only way to do it in Nanticoke, is to











Oplinger &

Nanticoke, Pa.

23 Broadway.

City Posters and Distributors.

We distribute Luzerne county.

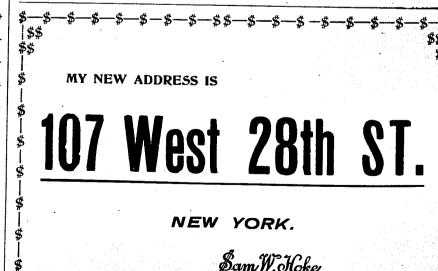
We control the situation for '96 of the Bloomsburg Fair. Includes the farming centre of Pennsylvania. Over 100,000 People paid admissions in '95. Send for circular.

Why Not Post | Boise City, 1 =) = = = |daho |

> Fifty Conventions will bring thousands of 💰 💰 💰 \* \* strangers to this city during the summer.

Spaulding & Gordon, Licensed City Bill Posters,

Will do your work properly. & TRY US. &



Sam W.Hoke

DISPLAY ADVERTISING.

Office, 45 Cohannett St., Taunton, Mass.



IND. TER. Pop. 6500. WRITE FOR PRICES A NEW AND GROWLING COUNTRY.

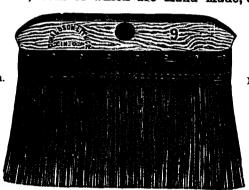
The "Nonpareil"

No good brush is cheaper than this brush.

JUNE, 1896,

### PRICES.

- 82.25 Each **\$2.75** " 83.00 "



# The "Unexcelled"

No good brush is better than this brush.

### PRICES.

- \$2.75 Each 83.00 " 83 25 "

Editor and Publisher.

### THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

NEW LONDON, WIS, Pop. 5000 J. C. HICKEY,

CITY BILL POSTER AND DIS-TRIBUTOR. Member of the Inter-State Bill Posters' Asso'n.

### WASHINGTON. PA A. B. MEANS, BILL POSTER.

as and controls all the principal boards is town. Member Inter-State Bill Posters

Do you collect Art Posters?

See "THE POSTER" Magazine. Monthly. Illustrated. \$1 a year Send 10 cents for sample copy.
WILL M. CLEMENS, Publisher,

P. O. Box 1716, New York

Agents and others, all over the U.S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address

J. T. LUMPKINS, NEVA, VA.

### MATTAPAN, BOSTON, MASS DAN'L L. CUSHING, 108 River st

### 1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS,

Best Boards. Best Stock. Best Workmen A. B. WHITE, Mgr. and Treas.

Running Night and Day when Required.

BELOIT, Population 8,000

BILL POSTING. DISTRIBUTING.

E. DOCKSTADER, Manager.

10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS.

GENERAL ADVERTISING Office, No. 4 S. Jackson Street

JANESVILLE, WIS.

# "The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O

### THE GREAT AMERICAN ENGRAVING & PRINTING CO, INCORPORATED-Established in 1857. Capital, \$50,000. Surplus, \$10,000.

This plant is entirely paid for, there is no porous or other plasters on it.

T. R. DAWLEY, all knowhim, he has been around this corner 40 years, Pres. & Manag.

G. S. TAYLOR.

RECENTLY REFITTED WITH NEW AND MODERN

HOTYPEOLE AND LATEST IMPROVED

NEW PRESSES.

NOT HOW CHEAP, BUT How Good! PRICES Must be Right.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

# **PROFITABLE** ADVERTISING

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD.

13 School Street, BOSTON MASS.

SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to.

ELGIN, ILL. Population 25,000

ELGIN BILL POSTING Advertising & Distributing Co.

FRED W. JENCKS.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co. Owrs all Billboards in the city and suburbs

Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

1000 Circulars, size 9x12 or smaller Mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 20c. per 100. Satisfaction guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co. 32-34-36 E. Third St.

W. D. HENDERSON, JR., Prop'r.
Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

HAVE YOU COVERED Our CIRCUIT?

The service is perfect. Results will be satisfactory. Send on work for Distribution. Write to PASSAIC ADVERTISING CO.

PASSAIC, N. J.

June, 1896.

POPULATION, 75,000. METROPOLIS OF SOUTHERN INDIANA

POSTS BILLS, TACKS SIGNS. DISTRIBUTORS.
The Only Licensed Bill Posters and Distributors in the City.

じるじるじるじる J. L. MAYER, Secretary.

### The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS,

24 North Miner Street, FT. WAYNE, IND. W. H. CASE, Manager.

Prompt Service by Reliable Men.

J. M. Dishon and no other Goes forth in haste, With bills and paste And proclaims to all creation Men are wise who advertise In the present generation.

Terre Haute, Ind.

# B. T. ROBINSON City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

# No Office Complete Without It.

est way of doing things in the office. It treats particularly upon

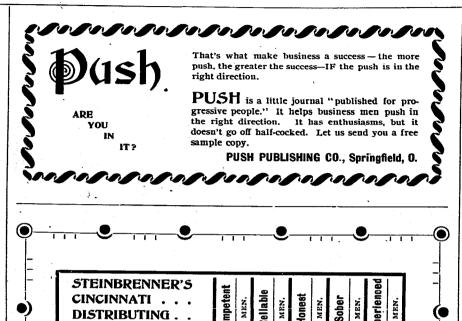
ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING. and incidentally upon FINANCE. MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

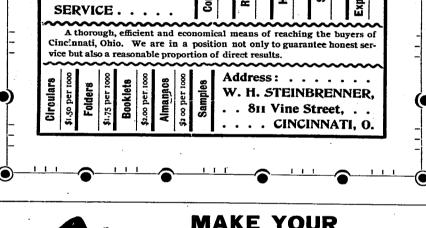
The stated departments of the paper nclude Office Mail Bag, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTINING, presenting studies in successful publicity; Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers \( \) 13 Astor Place, NEW YORK.







### **MAKE YOUR** OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKING, DISTRIBUTING. J. S. CRAIG. 319 LEXINGTON AVENUE.

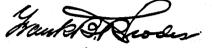
HASTINGS, NEB.

J. T. ELMORE & CO. BILL POSTERS.

76 MADISON ST.

CHICAGO.

# It Costs Nothing!



for both, and either alone would cost \$1.00.

Cincinnati, O.

ers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

### A. E. BENTLEY,

R·I·P·A·N·S The modern standard Family Medicine: Cures the common every-day ills of humanity.

THEATRICAL AND CITY BILL POSTERS,
Distributing and Advertising Agents,
Work promptly and properly executed.
C. B. WOODWORTH, Mgr. FORT WAYNE, IND



# #

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays

Write name in black ink, and enclose

BILLBOARD ADVERTISING.

BURNITT Designer of Descriptive Posters, Theatrical, Com mercial or otherwise, Block Stream-

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application. A E. Bentley, GUTHRIE, OKLA.



# LIST OF MEMBERS OF THE

# INTER-STATE Bill Posters' Protective Association...

With their Prices, Facilities, &c. Corrected Monthly.

Ann.	Town.	STATE	MEMBER.	LATION.	Price Liste Protec and Renev	d, t'd		andle lowing					ATION.	Lis Prot a:	ices ted, ect'd na			udle t	
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C   Sent State and Bill yeary CO   According to   Section   Sect	Charleston		I. A. Parker		5C 3	C I	2 20	50		Prarie Du Sac	44	Sauk County Bill Posting Co	3,107		3c	10	15	25	100
C   Sent State and Bill yeary CO   According to   Section   Sect	Chicago		I. I. Elmore & Co	1,500,000	12C	C 54	5 800	1000	10000	Sauk City	**	44 346 44 44 68							
Feller   1		* 44	Frank P. Myers	5,000	ACI A	C 30	5 25	75	200	Rochester	44	Wm. M Cline	9,000	4C				25	
Feller   1	East St. Louis		c G Stout Sign and Bill Post & Co.	31,000	5C 3	C 2	5 40	300		St. Peter	"			4C	3c	16	25 18	50 25	250 200
Prof.	Elgin		Fred W. Jencks		4C				100	Waseca	45	A. D. Goodman	3,500	5C				50	
Consequence   Some of	Flora		Sowin E. Lewis	2,000	3C	c.	4 8	15	100	Winona	***	Henry Werner	2.000	30	3C	4	- (	15	25
Section   1			Richard Wahler	15.000	5C 3	4℃ 1	0 20					***************************************				•••••			
Fired S. Schneifer	Geneseo		nurray Bros	5,000			2 30	100	200	Davenport	. 44	Chas, T. Kindt	40 000	Sc	6e	25	35	50 50	
Section   Sect	Непгу	[ " ]	Fred S. Schaefer	2,500	3C 3	e l	5 10	20	100	Keokuk		IA. A. Bland & Son	20,000	5c 6c		15	25	100	200
Seasta   1	Hoopeston		R. H. LEVID	3.500	30 1	c	8	50 15		Evansville		A. B. Beall		· C		25	0	150	10.0
La Salle	Joliet		Delong & Biederman	30,000	5c 3	2C I	5 25 5 25	100		Fort Wayne	• • •	12 Wayne City Bill Posting Co	50,000	7c	5C	25			
	Kansas		Gill & Proper	10,000	50 3	6C 1	2 25	30	200	Peru	**	Chas. W. Stutesman	8,000		9C	50	100		
Anticol   Anti			U. F. Cline in L Posting Co. 1	12,000	5° 3	éc i	2 25	35	100	Rushville		Grand M. Carr		4C	3C	10		75	100
1. J. Friedman	Marshall	1 " 1	victor Janney	3,000	5C 32	C 2	0 40 12			Shelbyville		T. F. Chafee & Son	8,000	4C	3c		20	100	300
1. J. Friedman	Morris		3111y Pioyd	4,000	5C 3	éc 2		60	200	Vincennes	77 -	EIRS N. Sparrow	12 000					500	150
Paris			Col. Malone	7,000	4C 3	c .	12		75	***************************************		I	12,000			· t			
Paris	Neoga		simpson & Abercombie	1,200	3C 3	c .	5			Leavenworth	Kas.	IFt. Scott Bill Posting Co		5C			25		
Color	Ottawa		F. A. Sherwood	12,000	8c 6	C 2		200	500	Topeka		L M. CIOWIOTI	40 000	6c		25 25	50		
Peteraburg   Fernal	Paris	"	L A. G. Schoaff	7,000 6,000	4C 3	C 1:	2 25	12	200	Ottawa	44	D. R. Whipple	40 000			25 12	50		
C. Bishop	Peoria		Chamberlain Barhydt & Co	62,000	9c 6	C 100	200				********								****
Tolonal Carling Co. 1, 20,000 60 44 70 1, 20,000 50 50 50 50 50 50 50 50 50 50 50 50	Petersburg		I. C. Bishop	4,000				20	50							.	200	300 1	
Lange   Lang	Springfield		Horn Bill Posting Co	40,000		C 20	35	100	600	************************	*********		55.000	8c	6C	20	3-	200	500
Mailegan			t. H. Smith	1.200	3C 3	e l	8	10									000	- 1	-
Second   S	Vandalia		J. M. Buck	3.000	4C 3							O. J. Gude Co	1,600,000	200	-				
Appleton Bill Posting Co.   12,500   50   345c   10   18   3   50   50   170   50   170   180   190   180   190   180		<b>(*</b>	3-Runey & Son (18 cities)	3,500	3C 3	C   4		10	75			sam W. Hoke						5000 9	000
Sariboo   Sari	Appleton	Wis	Appleton Bill Posting Co.							Albany		Capitol City Bill Posting Co	75,000	oc .		·			, 
Centralia   Cent			auk Co. Bill Posting Co	7,000	4C 3	e   12	20				- S	Mrs. M. E Dundon	75,000		5C				
En Claire   Section For   Section	Centralia		see Grand Rapids, Wis	5,000	3C 3	٤   ٥		25	57	New Orleans	La.	Albert Weber					200	300 2	
Evansy	Eau Claire		arl Stussy	5,000	4º -3	25	50	10.	500	St. Joe	***	L. M. Crawford	65,000		oc oc	50	250 75		
Feet		1 1	wateroury Bill Posting Co	1,900		4	6	75 15		Dexier		S. E. Mo. Bill Posting & Dist'g Co.	45 Towns	-		.			
Feet		*1	r. B. Hader	15,000	3C 3	c 2				Alpena Menominee.	Mich.	R. Nolan		5C	3C	ilc	20	30	IOO
Consistent   Con	Green Bay	I I	i. n. manory	18,000	4C 3	4 C 12	IO	15	50	Saginaw E. S	**	Geo. F. Neithercott		5C 8C	3½C				
Control   Cont	Kaukauna		fos. G. Rhode	12,000	5° 31	C 15	10	25 .	200	Boise City	ldaho.	Spaulding & Gordon		4C	4C	14			
Marinette.   See Menominee, Mich   20,000   50   46   40   60   150   500     Marsheld   Seaton Bros.   5,000   40   30   41   10   25   73     Menasha   See Neenah. Wis   5,000   40   30   41   10   25   73     Menominee   West Superior   Menominee   Mich   5,000   40   30   40   10   25   73     Menominee   West Superior   Menominee   Mich   5,000   40   30   50   105     Menominee   Mich   5,000   40   30   10   15   25   100     Menominee   Mich   5,000   40   30   10   10   10     Menominee   M	Lacrosse	::	loun D. Lawe	8,000	4C 3	4		25 2t				W. R. Burnitt							<u> </u>
Marion   M	Marinette	1 1	see Menominee, Mich	20,000	5C 34	C 10	60	150				Land to the second seco						50	100
Marion   M	Menasha		ice Neenah Wie	5,000	4C 30	4	10	25	73			Jas Doyle	10,000		3ć	IC	20	50	100
New London   W. Lansing   10,000   50   3½c   10   20   33   125	Merrill	"	W. S. Schmidt	7,000	4C 3	10	15	25	100	Marion	Ohio.	Marion Advertising Co	35,00b	5c 6c					
Conton   C	Monroe	"	F. W. Pavne	5,000	4C 30	25		100				: M: Harkness	8,000	4C	3C		20	100	200
J. B. Williams   32,836   6c   4c   40   60   150   500     Peshtigo   5ee Menominee, Mich   22,500   3c   3c   2   5   15   75     Portage   1. H. Carnegle   6,000   4c   3c   4c   3c   5c   5c   5c     Racine   17. D. Stone   5,000   4c   3c   4c   3c   5c   5c   5c     Sheboygan   18. W. C. Teide   25,000   6c   4c   30   50   125   600     Sheboygan   19. D. Stone   5,000   4c   3c   5c   5c   5c   5c     Sheboygan   19. D. A. Cole   19. Ook   19	New London	1	I. C. Hickey	5,000	5C 314	c Io		35	125					-SC	372C	10	15	25	200
Schullburg   See Monroe, Wis   5,000   4c   3c   10   20   50   200   10   20   50   200   15   25   50   200   500	Oshkosh		see Menominee, Mich	7,000	4C 30	4	10	25	100	Boston	Mass.	Wogan & Co. List on application							••••
Schullburg   See Monroe, Wis   5,000   4c   3c   10   20   50   200   10   20   50   200   15   25   50   200   500	Peshtigo Portage		A. M. L'ATRACIA.	2,500	3C 30	40		150 I5	75		Mass.	See Providence, R. I	40.000	8c	6c	5	125	250 I	500
Schullburg   See Monroe, Wis   5,000   4c   3c   10   20   50   200   10   20   50   200   15   25   50   200   500	Racine	. " !	Mrs. W. C. Teide	25,000	4C 30	1 30		25	,100	Providence Pawtucket	R, I.	Old Colony Bill Posting Co.				50	125		
Stevens Point.   O. A. Cole.   10,000   5c 31/c   6 12 25 100   Waterbase.   Cole.   C	Schullburg		see Mouroe, Wis	5,000	4C 30	10	20	50	200	Newport News	Va.	James G. Ward	35,000 12,000	5C	4C 3½C	15 IC	25 25	75	300
West Superior " Harry Brun+11 25,000 6c 4c 8 15, 25 150 Brownwood Texas Hiram H. Thomas 5,000 4c 3c 2 7 10 100	Stevens Point	10	J. A. COIC	21,130	6C 40	20	30	75	500	Eastport	Maine	J. A. Muldoon	8.000				-		••••
West Superior " Harry Brun+11 25,000 6c 4c 8 15, 25 150 Brownwood Texas Hiram H. Thomas 5,000 4c 3c 2 7 10 100	Watertown	** 10	ico. V. Krans	10,500	5° 37	c 6 C 20	30	60	100	*************	*******	***************************************		•••••		.			
25,000   6c  4c  18   15  25  150	West Superior		Harry Brun+II	25,000	6c 4c	1 1/	20	50	300							_' .			
		·		25,000	6e  40	1 8	15	25	150	,				4C	3C		7	10	100

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Bill Posters and General Advertisers. Members of Inter-State Bill Posters Association.

And control All Billboards and Dead Walls in the City of

# SAN FRANCISCO.

There are two classes of advertising: "Billboard." or wall advertising, and the other varieties. The first is CERTAIN—a safe investment, a plain business proposition; all the others are SPECULATIVE—bringing returns to-day, falling flat to-morrow. Billboard Advertising, as we execute it. COMPELS notice; rivets the eye "by main strength," pushes itself with irresistable force into the memory of the spectators. Besides the 40,000 feet of fences that we control, we have hundreds of thousands of feet of other spaces—dead walls, etc. salt in populous centers and acknowledged by advertisers the finest lot of billboards in the world. Besides the only executors on this Coast of LITHOGRAPH PAINTING, a close imitation of a lithograph by means of paints and brush.

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Coos Bay Coal Co.
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Orpheum Theatre.
The Examiner.
Wellman, Peck & Co.
The Wertheimer Co.

Geo. F. Eberhardt & Co. Laumeister Mills. Eagleson & Co. H. Plageman & Co. Golden Rule Bazaar. B. H. Lucke. Hub Clothing Co.
Columbian Woolen Mills.
J. Gordon, the Tailor.
Pabst Brewing Co.
Pearline.
United Brand Shirt Co.

Trojan Shirt Co. Stearns Bicycle Co. Sterling Bicycle Co. Majestic Bicycle Co. Seavey's Millinery. Del Monte Milling Co.

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OTHERS.

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Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

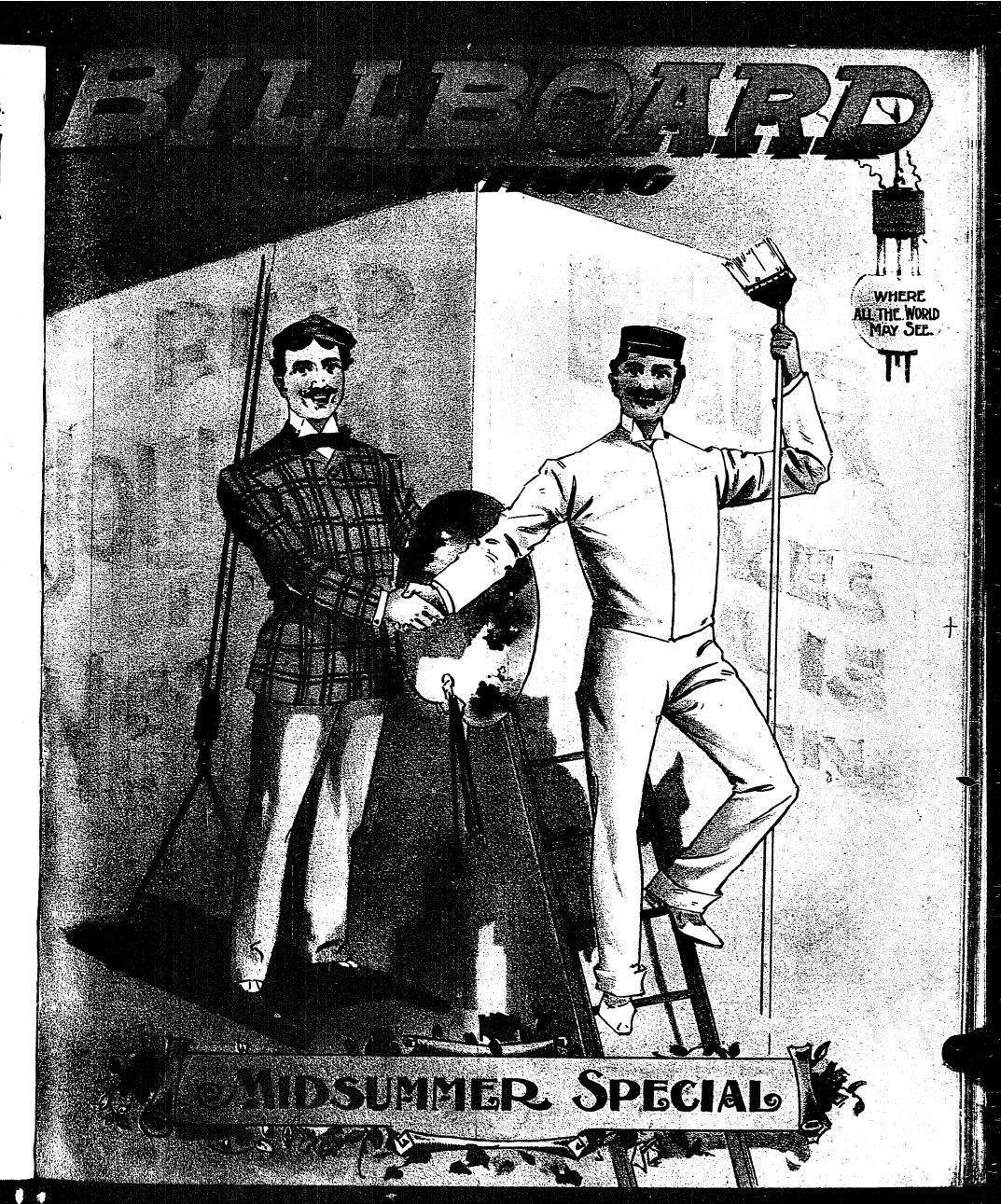
# Springfield, Ohio

Has but one Bill Poster, and he owns and controls exclusively all bill boards and dead walls in the city and suburbs. Furthermore, he has owned and controlled them for the past 25 years. His name is .

H. H. Tyner,

and he possesses an unbroken record of over a quarter of a century for honest and faithful service and square dealing.

\* \* The Knights of Pythias give a Grand Fourth of July Celebration in Springfield, which will attract vast crowds of people from adjacent cities and all the country around about. Get your paper up for a July showing:



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Town.	STATE	Member.	POPULATION,	Prio List Prote an Rene	ed, ct'd d			ndle t wing		Town.	STATI	s Member,	ATTON.	Li Pro	rices sted, tect'd nd new'd	Cı		ndle (
			Popu	30 days.		24 sh'ts	8 sheets	3 sheets	1 sheets	IOWN.		mamba,	POPULATION,	30 days.	15 days.	24 sh'ts	8 sheets	3 sheets
Texarkana	Ark.	]as. Doyle	16,000	4C	3C	10	20	50	100	Boston	Mass	Wogan & Co. List on application see Providence, R. I	40 000	 8c	60			
San Francisco Santa cruz	Cal.	Siebe & Green	250,000 8,000	12C 4C	9C 3C	500 1	14	1500	2500 100	Lynn	. "	Dodge & Harrison	_ 60 00u			50 40		250 150
Key West	Fla.	Ball & Johnston	25,000							Alpena Menominee	Mich.	R. NolanIohn B. Hebert	. 13.000	5C 5C	3¢ 3½¢	10	20 15	30 20
Boise City	ldaho.	Spaulding & Gordon	8,000	4C	4C		18	100	250	Saginaw E. S	**	C. P. Sherman	65,000	90 80	6c 6c	25 50		75 400
Alton	Ills.	Temple Bill Posting Co	17,000		3½c	15	25	IOO	500	Sheboygan	44	A. J. Finn	7,000	4C	3C	5		15
Aurora Belleville		Boru Marvin	25,000 20,000	6C)	4C	25 40	35	50 20	200	Albert Lea Brainerd	Minn	J. A. Fuller Chas. H. Faichner	4,800	3C 4C	3C	6	10 20	25 25
Bloomington Cairo		Chas: E. Perry H. F. Malinski	28,000 20,000	50 60 50	3C 4C 3½C	25 7	40	228	300	Austin Faribault		P. H. Zenders & Son Jacob Fink	6,000 7,600	40 40	30 30 30 30	- 6	10	30 50
Carlinville Carroliton	. , .	A. J. Turner W. D Moore	5,000 3,500 8,000	50 40 30	3c 3c 3c 3½c	10	33 16 10	50 25 25	200	Henderson Mapleton	41	E. B. Haney	1,500	3c	3c	15 2 4	4 8	IO
Centralia Champaign		Seldon L. Nye	10,000	4C 5C 4C	3c 3½c	3 10 12	25 20	25 50 50	100 200	Northfield Owatona	44	H. U. Ensign Morehouse Bros	6,000 5,187	40 40 40	ac l	10	15 15 16	
Charleston Chicago		J. A. Parker Chicago Bill Posting Co	7,000 1,500,000	4C 12C	3C	15 545	25 800	50 1000 1	100	Red Wing Rochester		Wm. M. Cline	9,000 6,300	40	30 30 30 380 380	12	16 25 18	30 25 25 50 25 50 25
Chicago		J. T. Elmore & Co	1,500,000 5,000 16,000	12C 4C	9C	3001	4 <b>0</b> 0 25		200	St. Peter		Henry J. Ludcke, Jr Mrs. V. C. Seward	5,000 19,500	40 50 30 30	3c 3%c	16	18 20 16	25 50
Danvillle Bast St. Louis	*	Frank P. Myers	31,000	4C 5C 9C	3½c 6c	25 40	25 40 75 8	125	500 3000	Waseca		J. S. Owens	2,000	3c	3C	9	6	15
Effingham Elgin		Warren & Austin	5,000 25,000	4C 6C	3°	5	8 30 8	60	100 400	Winona		Henry Werner	l		4C	25	40	75
Parmer City	- 44	W. S Young Edwin E. Lewis	2,000 3,000	30 30 50 60	3C 3C 3½c	2	5	20	100 100	St. Louis St. Joe	Mo.	Huiest-Stout Sign Co L. M. Crawford	.! 65.0001	12C 8C	oc 6c	100 50	250 75	300 I
Freeport Galesburg		Richard Wahler	15.000 20,500	5c 6c	352C 4C	10 42	20 30 IO	40 100	200	Dexter Phillipsburg		S. E. Mo. Bill Posting & Dist'g Co. Wm. K. Detewiller	45 10WB 5	5e	4C	6	-15	25
Geneseo Harvard Henry		Murray Bros	5,000 2,500 3,000	4C 3C	40 30 30 30 30 340 40 31/40	5	IO	25 20	200 100	Albany	N. Y.	Capitol City Bill Posting Co McIntire & Carlin	75,000	90	бс бс	50 100	150	300
Hoopeston Jacksonville			3,500	30 30 50 60	3c	4	25 8	50 15	200 50	Albany Binghampton	41	Binghampton Bill Posting Co O. J. Gude Co	37,000	9c 6c	4C		230	300
Joliet Kankakee	44	Geo. W. Starks & Son  DeLong & Biederman  Geo. A. Webler	30,000	6c	4C	15 15 12	25 25 25 8	75	300 30C	New York		Harry Munsonsam W. Hoke				2000	4000	5000
Kansas La Salle	. u.	Geo. A. Webler	1,800	5° 5° 5° 5° 5°	3C 3%C 3%C			75 30 25 35	200 75	Troy	• • •	C. S. Houghtaling	I	9c	5c	50	50	150
incoln Jarshall	:	Chas. C. MaxwellVictor Janney	10,587	5C	320	20	25 40 12	35 35	300 100	Marion	Ohio.	Marion Advertising Co		5c	3½c		3° 25	
Mattoon Morris	46	Chas. Hogue Billy Floyd	4,000	5C	3C 3½C	20	32 5 12	60 IO	200 50	Norwalk	44	J. M. Harkness	8,000		3¢ 3%¢	16	20	100 25
Mt. Vernon Murphysboro		Col. Malone J. J. Friedman	7,000	4C 3C	3C	5	12	25 10	75 50	Piqua Erie	Pa.	Joseph E. Girard	******	8c	6c	25		100
Neoga Dak Park	::	Simpson & Abercombie	1,200 50,000	3° 4° 3° 3° 8°	30 30 30 50	- 4l	5 8		75 500	Easton Nanticoke	"	Wm. K. Detewiller	15,000	50 50	4C 3½C	10	50 20 25	30 50
Ottawa Pana	::	F. A. Sherwood Lou Roley	7,000 6,000	50 40 40	4C 3C 3C	12	32 20 25 25	50 12	200	Washington	44 .	Andy Means	20,000	5C	3½c	15	20	40
Paris Pekin	**	I. A. G. Schoaff Chas. Morgenstern Chamberlain-Barhydt & Co	00,000	4C	I	15	25	50	100	Providence Pawtucket	R. I. R. I.	Old Colony Bill Posting Co	25 000	6c	9C 4C	50 15	125 25	250 75
Peoria Peru	**	Bernhart Steil	62,000 9,000	9C 4C	6c	100 : 5 6	200 15	300 20	500 50	Charleston	s. c.	W. T. Keogh	55,000	8c	6c	20	32	200
Petersburg Rock Island		J. C. Bishop Steve F. Miller Horn Bill Posting Co	4,000	4C 3C 8C	3C 3C 6C	20	15 12 35	150	100 600	Chattanooga	Tenn.	Strons Bill Posting Co	50,000	gc	3c	100	200	300
pringfield treator		J. E. Williams	30,000	6c 5c	4C 4C	20	35 35 20 8	30	500	Brownwood	Texas	Hiram H. Thomas	5,000	4C	3e	4	7	10
Tolona Trbaua Tandalia		A. H. Smith Selden L. Nye	1,200 5,000	50 40 30 30 30 50	3C 3C 3C	6	10	10 25	50 100	Newport News	Va.	James G. Ward	12,000	5c	31/4°C	10	25	50
Vatseka Vaukegan		J. M. Enck	3,000 3,500	3C	3c 34c	5	8	25 15 10	75 75	Appleton	Wis.	Appleton Bill Posting Co	12,500	5C	3%c	10	18	35 50
**************************************		G. Runey & Son (18 cities)	12,000	······]·				200	300	Baraboo Burlington	"	Sauk Co. Bill Posting Co Stang Bros	2 500	4C 3C	3C	12 8	20 12	50 25 15
Covington	Ind.	Samuel Martin	75,000		6e					Centralia Darlington	16 16 16	See Grand Rapids, Wis See Monroe, Wis	5.0001	4C	3C	4 25 25	10 50	100
Fort Wayne Indianapolis	14.	F. M. Groves Ft, Wayne City Bill Posting Co Empire Bill Posting Co	50,000	90 70 120		30 25 50 15 10	50 100	100	2000 1000 1000	Eau Claire Elkhorn		Carl Stussy	25,000 1,900 2,000	3C	30 40 30	4	50 40 6	75 15 15
eru Princeton	"	Chas. W. Stutesman	8,000	4C 4C	3C	15	25 25 10	250 50 75 20	200	Fon du Lac	**	F. P. Black P. B. Haber A. W. Rumsey	15,000 5,000	5C	35c 35c	25	35	70
tushville helbyville	**	Grand M. Carr T. F. Chafee & Son	5,000 8,000	4C	50 90 30 30 30 50 3%0	6	10	20	150 300	Grand Rapids Green Bay Janesville	44	J. H. Mallory	18,000	4633354555	35c 35c 35c	12 15	30	75 15 15 70 15 50 25
erre Haute incennes	4	J. M. Dishon, Ellis N. Sparrow	40,000 12,000	70 50	5C	100	200		2000 150	Kaukauna Kenosha		itos G Phode	12,000	50	30	10	15	25
Vabash		Henry Herff	12,000	4C	3C		IO	25	150	Lacrosse	66	John D. Lawe Aug. Brickson & Co See Menominee, Mich	28,000 20,000	4C 6C	3° 4° 3%°	40 10	60	150
rdmore	Ind.T.	W. R. Burnitt	6,500	4C	3e	20	30	50	100	Marshfield Menasha	66 · 2	Sexton BrosSee Neenah, Wis	5,000	50 40 50 40	3¢	4	10	25 35
urlington	Iowa.	Chamberlin, Barhydt & Co	26,500	6c		25	35		500	Menominee Merrill	44	W. S. Schmidt	7,000	4C	3C	10	15	150 25 25 25 35 25 25
ort Madison	::	Chas. T. Kindt Chas. H. Salisbury	40,000 12,000	Sc SC	4C 6C 3½C	14 15 20	20	50 50 100	500	Monroe Neenah	**	F. W. Payne	5,000	495446	3C 3/2C	5 26 10 5 4 40 28	50 20 10	100
Ceokuk Iarshalltown	14	Wilbur H. Evans	20,000 13,000	6c 5c	4C 3C 3C 4C	20 IO	20 25 30 20	50 30 25 150 50	500	New London	**	J. C. Hickey See Menominee, Mich	7,000	4C	3C I	5	10	50 25
New Hampton		R. R. Garver	2,000	50 60 60	3C 4C	25	100	25 150	50 1000	Oshkosh Peshtigo	"	J. E. Williams	32,836 2,500	6c 3C 4C	30 30 30	40	60 5	150
ioux City		E. R. Hawley	27,301	· · · · ·	4C		25		500	Prarie Du Sac		A. H. Carnegie			········		12	25
ort Scott	44	Ft. Scott Bill Posting Co	15,000	5c 5c	3½c 3c	10 15	25 10	75 50	200 300	Reedsburg	"							
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Danville	Ky.	Boyle Nichols	00,000				- 1		*****	Stevens Point Watertown	••	Geo. V. Evans	10,000	60 40 60 50 50 50	3½C	20	30	75 25 60 50
New Orleans Saton Ronge	La.	Albert Weber	300,000	12C	9C	100	200	300	2000	Waukesha West Superior	4 6 1	Cad F. Mevis Harry Brunell The Petcher Tri-City Co	25 000	SC SC	4C 4C	20 17 8 8	30 20 15	25
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		J A. Munivon,	0,000	40	3C	15	25	50	200	Windsor	Ont.	D. C. Benjamin	16,000	4C	3 <b>c</b>	25	00	100

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